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2.61  
**FALL  
1947**

Cover Illustration:  
**Diamond Jubilee**  
All-America Rose Selection  
for 1948 (See Page 2)

**THE PARADE OF**  
*Modern Roses*  
**AND PERENNIALS**

**Jackson & Perkins Co.**  
*World's Largest Rose Growers*

**NEWARK, NEW YORK**  
THE ROSE CAPITAL OF AMERICA

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★ SEP 24 1947 ★

U. S. DEPARTMENT OF AGRICULTURE



# The 1948 All-America Winner

## DIAMOND JUBILEE

P. A. F.

The loveliness and perfection of this handsome new J. & P. Rose will thrill you when its enormous flowers appear in your garden next June. You will join the experts who voted this top honors in the All-America Trials for 1948. The blooms, of surpassing loveliness on a plant which is most attractive in itself, give you undeniable proof that here indeed is the "Queen of Flowers."

The color is warm glowing buff-orange, deeper in cooler weather with a radiant sparkle from a touch of orange-yellow at the base of each petal. Often 5 to 6 in. across, the many stately flowers on every plant are fully double and high-centered. They open slowly, providing many thrilling hours as you watch the buds gradually unfold . . . Diamond Jubilee lasts exceptionally well either on the bush or as cut-flowers. The many heavy-textured petals do not fade or burn even in warm weather, but rather intensify in color as the flowers open.

You will enjoy a rich soft old Rose fragrance as you bring this captivating beauty to your face. Warmth of color, perfection of form and rugged vigor combined with delightful scent are yours in greater measure from Diamond Jubilee than from any other Rose we know of.

The plant is sturdy and full, well clothed with rich dark green foliage, and the constant succession of flowers is held erect on long green stems.

Named Diamond Jubilee in honor of the 75th anniversary of Jackson & Perkins, it is a fitting Rose for this occasion.

Test plants which we sent to various parts of the country brought forth comments such as the following:

- OKLAHOMA: "Simply enormous and beautiful."  
 IOWA & OREGON: "Has exhibition qualities. Very free in spring and fall, 30-40 flowers per plant."  
 MASSACHUSETTS: "Fragrant . . . shapely petals . . . truly outstanding."  
 FLORIDA: "Free-flowering; rich green foliage."  
 MINNESOTA: "Golden orange, profuse in spring and fall."  
 PENNSYLVANIA: "Lovely, large, excellent, high-centered."  
 SAN FRANCISCO: "A willing Rose, outstanding."

*Flowers* . . . 5 to 6 in., high-centered; firm, long-lasting.

*Fragrance* . . . warm delightful old Rose.

*Lasting* . . . the warm buff-orange flowers stand up particularly well. No sunburn.

*Vigorous* . . . the 30-in. plants are unusually hardy, bushy, with dark green foliage.

*Awards* . . . top honors . . . All-America Rose Selections 1948.

*Origin* . . . created by our own E. S. Boerner, J. & P. Director of Research.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



Diamond Jubilee

© J. & P. CO.

### Two Other All-America Selections for 1948

#### NOCTURNE (Not Illus.)

(Plant Patent No. 713)



Outstanding for its bright cardinal-red coloring with deeper shadings, and an unusually long perfect bud. The large petals have good substance, are richly textured, becoming somewhat lighter in color in hot weather. It is a pleasantly fragrant red Rose on long sturdy stems. After having been tested from coast to coast, Nocturne has won the approval of many experts.

\$2.00 each; 3 for \$5.00; 10 for \$20.00

#### SAN FERNANDO (Pat. Pend) (Right)



A glowing currant-red, changing to bright scarlet as the blooms open. The pointed, well-formed buds on straight stiff stems mature into shapely blooms of unusually heavy texture. A pronounced fragrance that stays with the bloom until the last petals drop is one of the outstanding qualities of this appealing beauty. It is a compact and vigorous grower with luxuriant dark green foliage.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



San Fernando



WHAT

*"All-America"*

MEANS...



"All-America Rose Selections" are the Roses judged best among many of each year's new introductions by an association organized to conduct growing tests. In 18 official test and demonstration gardens under all climatic conditions throughout the U. S., new varieties are grown and observed for a two-year period. Each such test is made by an accredited "Test Garden Judge and Director," who compiles a "score sheet" on each Rose under trial. All the important characteristics are scored during the growing season by a uniform "point system" . . . color, form, fragrance, size and productivity of bloom, sturdiness, hardness and growth habit of plant, disease-resistance, etc.

The Rose Council of the AARS then compiles all the reports and makes its selections from those which scored the highest in the year's trials. Many Roses so selected during the past years are offered you in this catalog. All are identified by the AARS insignia.



#### The Picture on the Cover

This is made from an actual photograph of a bed of Diamond Jubilee Roses in our test garden. Look at it carefully and imagine a similar planting in your own garden next June.



Photograph above is the arrangement of New Yorker at the New York Flower Show last March when this handsome new Rose was first shown to the public.

# A Glorious New Hybrid Tea...

## *New Yorker* P. A. F.

A truly red, red Rose that stays red until the petals wither and fall. The dark color is clear and sparkling, and the flowers are tremendous . . . often measuring 6½ in. It has a delightful, almost raspberry fragrance. We feel that this is the finest red Rose ever developed by our Research Department. Not only is the color long-lasting and sun-resistant, but the bushes are also upright and vigorous. The young shoots and new growth are bright red, adding to the beauty and interest of New Yorker in your garden.

Hardy and disease-resistant, it will produce a continuous succession of high-centered blooms from June until cold weather. At the International Flower Show in New York, where New Yorker was shown for the first time, the New York *World Telegram* said: "New Yorker is Queen of Roses at New York Show."

*Outstanding*...brilliant red, unfading color, vigorous growth.

*Flower* . . . . .scarlet with rose-red undertones and overlaid with rich velvety sheen.

*Plant habits* . . 3 ft., bushy . . . very vigorous, hardy, disease-resistant.

*Buds* . . . . .slow opening, perfect form and texture.

*Origin* . . . . .developed at Newark, New York, in 1942 by E. S. Boerner.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



JACKSON & PERKINS CO.

*World's Largest Rose Growers*

New Yorker





Red Pinocchio



*New!* **THE POPULAR  
"PINOCCHIO"  
IN GLOWING RED!**

## *Red Pinocchio*

P.A.F. (Left)

Here you have a combination of the best qualities of two of our most popular Floribundas, Pinocchio and Donald Prior. It is a thrill to introduce Red Pinocchio as a welcome addition to this favorite group.

The  $3\frac{1}{2}$ -in. flowers are borne in large, long-lasting, unfading clusters, with individual blooms scattered between the mass flowerings. Color is a rich dancing carmine, which deepens and acquires a velvety cast as it opens fully. It finishes with the same lovely cup-shaped bloom as Pinocchio and a color richer and more handsome than Donald Prior.

The buds are attractive deep satiny carmine on the outside of the petals and a bright carmine on the inside . . . all a lovely picture. The delightful fragrance is reminiscent of the wild Roses of the roadside. The bushy, upright plant is rich and vigorous, exceptionally free-flowering on long, heavy shoots. A fitting companion for the very popular parents; will quickly win its way into your heart.

*Outstanding* . . . masses of clean red, long-lasting, Pinocchio-like flowers.

*Showy* . . . provides a constant display of handsome full clusters with unfading blooms.

*Flower* . . .  $3\frac{1}{2}$ -in., cup-shaped, wild Rose fragrance.

*Origin* . . . seedling of Pinocchio and Donald Prior. Created by E. S. Boerner in 1943.

**\$1.50 each; 3 for \$3.75;  
12 for \$15.00; 25 for \$28.15**

**See  
Group  
Offer  
Page 6**

© J. & P. CO.



## *Pinocchio*

(Right)  
(Plant Patent No. 484)

**The Sensational  
"ROSE OF TOMORROW"**

Truly the all-purpose wonder of rosedom and, of course, a J. & P. introduction! Extremely hardy, very easy to grow, always in bloom, with hundreds of flowers on every bush setting the entire plant aglow with gay harmony. Great clusters of exquisite pointed buds open gradually to long-lasting miniature Hybrid Tea Roses,  $1\frac{1}{2}$  in. across.

Pinocchio blooms so exuberantly that the word "everblooming" seems inadequate . . . as the last flowers in a cluster finish, the first buds are opening on other shoots. This persistent bloom continues all summer long.

The winsome buds are rich appealing salmon, flushed with gold at base, gradually changing to soft clear pink as the "sweetheart" flowers open and acquire deeper pink edges. Exotic, fruity fragrance. The artistic sprays of buds and blooms are incomparable for mass or miniature flower arrangements. In the garden Pinocchio has many uses and generously fulfills them all. It is ideal to plant in shrub and evergreen borders, particularly effective in continuous summer and fall color after the flowering shrubs are done. The cool pink masses are refreshing in mass plantings and edgings for paths, drives, beds, and borders.

*Buds* . . . salmon flushed gold at base. In clusters.

*Blooms* . . .  $1\frac{1}{2}$  in. across. Long-lasting in garden and when cut. Exotic, fruity fragrance.

*Plants* . . . very prolific, continuous. Extremely hardy; 20 to 24 in. tall.

**\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45**

**Pinocchio**



*"It is **BEST** to Plant in the **FALL**!"*

## SAVES TIME, EFFORT, ASSURES EARLY BLOOMS

### *It's Best to Plant in the Fall!*

Wintering in the ground is nature's way of keeping plants vigorous and healthy . . . ready to start growing at the first sign of warm weather next spring. Leading rosarians, horticultural colleges and plant research experts agree that fall is an even better time than spring for planting Roses. Our own Department of Plant Research approves the practice and our growing number of fall-planting customers confirm the advantages by actual experience.

### *Convenience to You, Too*

Besides the advantages to the plants, there are many conveniences for you. The soil is mellow, easy to work. Prepare it any time at your convenience, and then leave it until the postman delivers your J. & P. plants. It is then only a matter of a few minutes to put them in the prepared ground and you can be confident of earlier, better blooms next June.

### *Roses Shipped at Proper Time*

Anything you order from us this fall will be sent to you, postpaid and fully guaranteed, at the proper time for planting in

your particular locality. We know the horticultural zones for all parts of the country and we check the weather reports regularly so we can be sure to ship our plants to you at the right time. Soon after the first frost our digging crews go into the field and bring in the sturdy, well-matured plants which we will ship to you. After they have been carefully inspected and individually labeled, the shipping department fills your order so that the plants will arrive at your home safely and at the right time for fall planting.

### *Plant Even When Ground Is Frozen*

You can plant Rose bushes even when the ground is beginning to freeze, as long as you protect the roots of the plants against direct exposure while they are being set out. Simply keep the roots covered so that they do not freeze while you are planting the Roses. Once they are in the ground, the plants will be perfectly safe if you follow our simple instructions for normal winter protection. As soon as you order, we mail you complete instructions . . . **HOW** to prepare the ground, **HOW** to plant, **WHAT TO DO** all year round.



## ALL PLANTS GUARANTEED TO LIVE AND BLOOM

Every plant you order from Jackson & Perkins is guaranteed to live and bloom in your garden. All are shipped to you postpaid. Order **TODAY** with absolute confidence that you will be well pleased with the results.

# The J. & P. Diamond Jubilee



This year we celebrated our Diamond Jubilee to mark our 75th Anniversary in the service of horticulture. At the Diamond Jubilee Festival of Roses last June, the new Jackson & Perkins display garden was opened to the public. We hope that all our customers and garden friends will some day visit this garden to see the magnificent display of Roses.

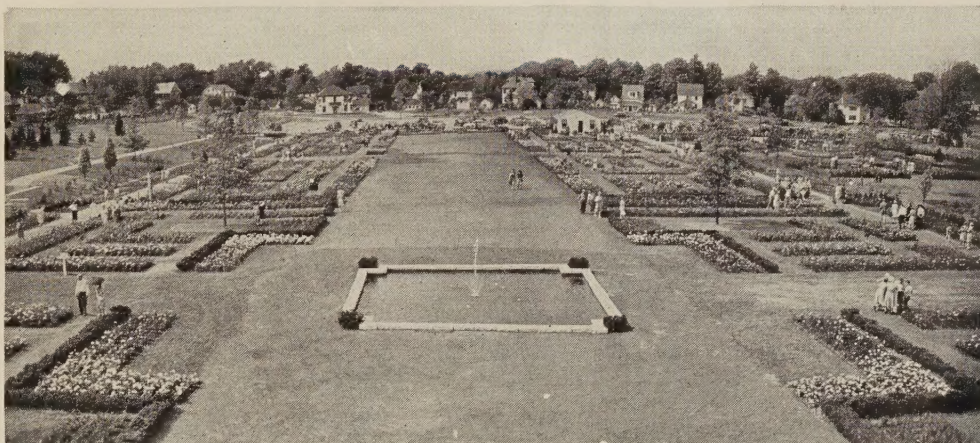
### PHOTO CONTEST

#### Your Chance to Win \$500

Don't forget to enter your pictures of Roses and Perennials in the Jackson & Perkins garden photograph contest. You may be the lucky person to win the \$500 grand prize, or you may win one of the other prizes of \$100 each. Contest closes October 15th.

For full particulars and rules write to:

**JACKSON & PERKINS PHOTOGRAPH CONTEST  
NEWARK, NEW YORK**



During the Diamond Jubilee Festival of Roses last June, the new Jackson & Perkins Display Rose Garden was opened. About 200,000 visitors saw the 15-acre garden.

Among the many events at the opening were radio broadcasts direct from the garden with nationally known commentators, lectures on Rose Culture and Rose Arrangements, and tours of the garden for clubs which came to Newark in chartered buses.

In the photograph above, which was taken from the steps of the Administration Building, beds of Hybrid Tea Roses and Floribundas may be seen on either side of the great central mall. On the hill at the left is the stage of the natural outdoor amphitheater, and to the extreme right above lies the demonstration planting area and the unique garden, "Roses of Tomorrow." Here visitors had a chance to see some of the new varieties under test. The garden contains 22,000 Rose plants and at the height of bloom in June there were well over a million Roses for visitors to see at one time.

# Jackson & Perkins Co. World's Largest Rose Growers

**NEWARK, NEW YORK • THE ROSE CAPITAL OF AMERICA**



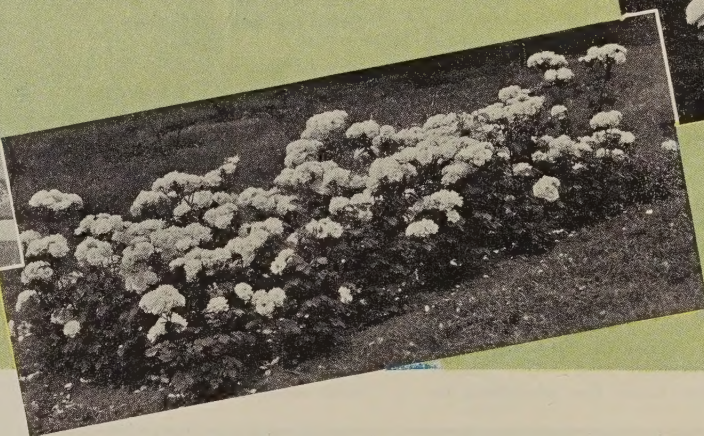
# Floribundas.....

**WHAT THEY ARE....**

**HOW TO USE THEM...**



You will find Floribundas the most satisfactory and easiest of all Roses to grow for mass color effects. Unusually hardy and disease-resistant, they give you a constant succession of breath-taking flower clusters almost continuously from June to frost. You can plant them with absolute confidence that they will give you hours and hours of pleasure because they combine all the best features of Roses in a fool-proof, all-season plant. Order Floribundas for mass displays, for hedges, in formal gardens and any other place where you want to plant a grand show of color and beautiful flower form in a continuous display.



## GERANIUM RED... A Splashing New Color

P.A.F.

**Distinctive Rose-  
Geranium Fragrance**

Geranium Red

Imagine a Rose the color of a red geranium! That even looks like a geranium and has the same wonderful spicy fragrance of a geranium! If you can imagine this, you can visualize the loveliness and unusual qualities of our new 1948 Rose, Geranium Red.

The 4-in., camellia-like flowers of vivid spectrum-red border on the scarlet of the old-fashioned geranium. Heavily scented with the sweet heady fragrance of rose-geranium, it will brighten your garden or your home with its freshness. When the buds first appear, they are a dark oxblood-red, completely winning your heart as they open slowly, and the tumbled pattern of inner-petals shows a brighter color in lovely contrast to the dark buds. The blooms appear both in clusters and also individually on single stems. An easy grower, the bush is medium in size, compact and is not susceptible to ordinary Rose ills.

Geranium Red is definitely in a class by itself because of its very unusual color and its utterly amazing geranium fragrance. Once you inhale the aroma of this Rose, you will not lay it aside until you have satisfied your thirst for this new Rose scent.

*Very unusual*...combines the color and fragrance of an old-fashioned geranium.

*Vigorous*.....produces flowers in clusters and individually on long stems.

*Color*.....vivid spectrum-red bordering on geranium scarlet

*Fragrance*.....has a very strong scent of rose-geranium.

\$1.50 each; 3 for \$3.75;  
12 for \$15.00; 25 for \$28.15

### POPULAR NAMES GROUP

Red Pinocchio (p. 4) .....dark red  
Pinocchio (p. 4) .....salmon-pink  
Goldilocks (p. 9) .....golden yellow  
Rochester (p. 10) .....cream  
Magic Red (p. 12) .....deep red

5 Roses

GROUP #397

Value \$7.25

Save \$1.20

**\$6.05**



# Hardy, Disease-Resistant, Easy-to-Grow

## MARIONETTE (Right)

(Plant Patent No. 569)

All that is said of Pinocchio can be said of Marionette except for its color, because Marionette is, in rosarians' language, a true "sport" of Pinocchio. Generous to the utmost, with hundreds of flowers on every bush. Incomparable for flower arrangement. Think of these dainty creamy yellow "sweetheart" buds in your garden and home throughout the gardening season! There is added interest in the unfolding of the fully double flowers, about 1½ in. across, as the pastel tint changes gracefully to immaculate white before the flowers finish. Do plant Marionette this fall and see for yourself why so many customers praise it constantly.

*Buds...* beautifully formed, ideal for boutonnieres, nosegays, the hair, etc.

*Blooms...* open gracefully in large clusters. Light, intriguing fragrance.

*Plants...* very hardy, vigorous, 24 in. tall. Use Marionette and Pinocchio for every garden purpose.

**\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45**

## SMILES (Below)

(Plant Patent No. 331)

Clusters of these salmon-pink Roses smile upon your garden all season long, from early spring to late frost. A cheery beauty in form and color; will bring new brightness and joy to your garden. The exquisite coral-pink buds open to dainty 3-in., semi-double flowers in gorgeous clusters. Blooms are long-lasting and daintily scented. Beautifully shaped flowers of lively salmon-pink. Plants are medium tall, about 18 in., of spreading growth. Foliage is a shiny dark green. Another Dr. Nicolas gem which has become very popular because it has so many of the outstanding qualities typical of J. & P. creations.

Plant Smiles in your garden this fall—you will be well rewarded. The dainty pink flowers break out into happy smiles to warm your heart. The cool pink masses are refreshing in mass planting and edges for paths, drives, beds and borders.

*Color...* splendid salmon-pink . . . goes well with other garden Roses.

*Blooms...* long-lasting, perfectly formed, semi-double; diameter 3 in.

*Fragrant...* daintily scented. Both the color and scent are dainty and yet very delightful.

**\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45**



© J. & P. CO.

Marionette

## FLORIBUNDAS



© J. & P. CO.

Smiles

## CHEER (Right)

(Plant Patent Applied For)

Acclaimed for its flashy show of color; brings a cheery, warm glow to your garden. This is the bright, deep rose-pink form of the prized World's Fair Rose—internationally famous. Cheer takes its place deservedly among rosedom's favorites. The ovoid buds are orange-pink to red. In many sections, they approach geranium-red or rose-red. They open to large, ruffled, semi-double blossoms on a compact plant. Large, perfectly formed blooms that are 4 in. across. Sweet fragrance.

*Buds...* ovoid, orange-pink to red.

*Blooms...* large, about 4 in., opening gracefully in large clusters. Sweet fragrance.

*Habit...* vigorous, prolific. 2 ft. Dark green foliage.

**\$1.25 each; 3 for \$3.15;  
12 for \$12.50; 25 for \$23.45**



Cheer

© J. & P. CO.



**Pink  
Bountiful**



© J. & P. CO.

# J. & P. Floribundas.

## **PINK BOUNTIFUL (Left)**

(Plant Patent No. 601)

You will prize this lusty Floribunda in your garden for its soft pink flowers with their dawn-like glow. Large and delicate, but lasting bloom clusters provide a fresh and profuse mass of color all summer long.

When fully open, the colorful flowers measure up to 3 in. across, looking like miniature Hybrid Teas. Because of this, Pink Bountiful will go equally well in your Rose beds or in mass plantings. Its profusion of season-long bloom, delightful color and fragrance make it unusual and effective in any location.

The ovoid buds are tinted deep reddish pink and unfold demurely into flowers with a buff-salmon-pink heart flushing into a deeper pink at the outer petals. The nutty fragrance adds to its charm when used in flower arrangements or nosegays. With all its pure delicacy of form and color, Pink Bountiful is hardy, easy to grow.

It is a petite relative of the Hybrid Tea, particularly adaptable for cut-flower use. In the bud, it is a pretty complement to miniature arrangements.

*Color.* . . . . .delightful soft pink.

*Bud.* . . . . .ovoid, deep reddish pink.

*Bloom.* . . . . 3 in. when fully open. Prolific bloomer.

*Fragrance.* . . . nutty, delicate.

*Plant.* . . . . .vigorous grower with large, dark green, disease-resistant foliage. Medium height; hardy.

**\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45**

## FLORIBUNDAS

## **CHATTER (Right)**

(Plant Patent No. 739)

**A Lovely Red Floribunda  
Introduced by J. & P. Last Fall**

Especially bright crimson flowers, unlike any other Floribunda Rose!  $2\frac{1}{2}$  to 3 in. across, the velvety petals make a constant show in gardens, Rose beds or borders. Produced in generous clusters, the dainty buds open slowly until each cluster bursts with handsome crimson as the flowers develop on sturdy 18-in. plants.

Floribunda Roses are especially useful for mass plantings because they are more vigorous and free-flowering than Hybrid Teas. Of course, the individual flowers are smaller than Hybrid Teas but they are produced in such generous clusters that the color display is always striking.

Chatter has all the finest qualities of the Floribundas plus this grand new dancing crimson and a delicate old Rose fragrance. Another J. & P. custom-bred aristocrat, winter-hardy, disease-resistant and guaranteed to live and bloom.

*Vivid.* . . . . .unusually bright crimson.

*Profuse.* . . . . .generous flower clusters, continuously in bloom.

*Blossoms.* . . .  $2\frac{1}{2}$  to 3 in. Velvety, firm petals.

*Fragrance.* . . . . .delightful old Rose.

**\$1.25 each; 3 for \$3.15;  
12 for \$12.50; 25 for \$23.45**

**Chatter**



©  
J. & P. CO.



# Use Freely for Mass Color

## PERMANENT WAVE (Right)

(Plant Patent No. 107)

You will find this fascinating for its rare color and dancing blooms. The name was inspired by the delightful crinkling and fluting along the edges of each silky petal. The outside of the petals is a rare cochineal-red with the inside a shade lighter. The unusual wavy petals have a delightful irregular effect even in the bud stage, with the fluting more and more noticeable as the flowers open. You will find this variety particularly useful for its constant show of beautiful flower clusters . . . frequently with as many as 15 blossoms gradually opening on one stem. The endless procession of color and the pleasing irregular effect of the unusual form give Permanent Wave a special place in the hearts of all who grow it. An added feature is the fact that the flower clusters stand up well, staying crisp and fresh in all kinds of weather.

Of medium height and vigorous growth, you will enjoy this variety whether you use it as a single plant, in a group of two or three together, or in a hedge. The new foliage is reddish at the tips adding to the charm and interest throughout the season.

*Unusual* . . . fluted petals giving delightful, irregular effect.

*Color* . . . . . petals a rare cochineal-red outside, somewhat lighter inside.

*Decorative* . . . long-lasting clusters for table decorations. Unusual dark reddish new growth.

*Vigorous* . . . well-shaped plants, 30 in. high; stands our climate well.

\$1.00 each; 3 for \$2.50; 12 for \$10.00  
25 for \$18.75



© J. & P. CO.

Permanent Wave

### Choice Group

2 Chatter (opp. page) . . . . . crimson-red  
1 Permanent Wave (above) cochineal-red  
1 Betty Prior (P. 11) . . . . . shell-pink  
1 Pink Bountiful (opp. page) . . . . . clear pink  
5 ROSES

Group #407

Value \$5.75 Save 95c.

\$4.80

JACKSON & PERKINS CO.

World's Largest Rose Growers



FLORIBUNDAS

Goldilocks

© J. & P. CO.

## GOLDILOCKS (Left)

(Plant Patent No. 672)

### First Real Golden Yellow Floribunda!

Here is the long-awaited true golden yellow Floribunda! "Stardust refined to gold." Somewhere in your garden, a mass of glorious sunshine may now delight you from early spring all through the summer and fall. The clusters of bright yellow Roses are particularly colorful and showy. You will be the envy of the neighborhood if you plant Goldilocks this fall because it is the first yellow Floribunda Rose ever grown!

Few of the many achievements of Eugene S. Boerner have brought more satisfaction than his development of this long-sought addition to the range of colors available in the Floribunda group.

The buds are ovoid in shape, resembling miniature Hybrid Teas in form, and a rich golden yellow in color. They open slowly and gracefully, passing through many attractive bud stages.

The flowers are cupped in the early stages and gradually open to 3½ in. across. They last a long time, as fresh new buds keep replenishing the over-all effect of a golden yellow mass. The firm, thick petals number 45 on most of the buds. The dark green foliage is glossy, decorative and abundant. Plants have a dense, spreading, well-balanced habit of growth, reaching a height of 2½ ft. or taller.

*Bud* . . . . . rich golden yellow.

*Flower* . . . . . cupped in early stages. 45 firm petals. Up to 3½ in. across.  
Lower petals reflexed.

*Fragrance* . . . wild-Rose.

*Foliage* . . . glossy, abundant, disease-resistant.

*Plant* . . . . . spreading, 2½ ft.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15





# FLORIBUNDAS

**Rochester**



© J. & P. CO.

**HOLSTEIN (Below)** (Plant Patent No. 395)

From one end of the land to the other, we are receiving increasing praise for the sensational Holstein, with its immense flower-heads that form a continuous carpet of striking red. It creates a dramatic effect, yet harmonizes well with other colors. Prolific, too . . . probably produces more flowers than any other variety. Equally effective for large mass plantings in public parks and large estates, or for a bold splash of color in a border or sidewalk planting. Perfect as a base planting around Blaze. Wherever you plant Holstein, it satisfies.

*Flowers* . . . 4 in. across, with 6 petals of dark, brilliant red with cheerful white eye.

*Prolific* . . . immense clusters, larger than any other variety, continuous color all season.

*Plant* . . . very hardy, disease-resistant, 24 to 30 in. tall; strong, upright stems. Vigorous, healthy foliage.

\$1.00 each; 3 for \$2.50;  
12 for \$10.00; 25 for \$18.75

**Holstein**



© J. & P. CO.

**ROCHESTER (Left)**

(Plant Patent No. 131)

One of the finest of all Floribundas, created in our own Department of Plant Research. Unfortunately, printer's ink cannot do justice to the soft pastel light yellow tones of this flower . . . you will like it even better than the shades shown in the picture. All season long, Rochester will give you enchanting blooms of almost Hybrid Tea size. No other produces more blooms per plant, and a group of Rochester is a continuous display of flowers from early June till heavy frost. The bloom is medium large and double, with the breath-taking sensation of an oriental pearl mounted on gold . . . perfect in Hybrid Tea form. Rochester is remarkably hardy, sturdy and vigorous, with the cluster formation and free-blooming habit of Floribundas.

*Blooms* . . . no bush Rose more prolific. Grows 2 ft. tall, often higher.

*In Groups* . . . continuous mass of beautiful fragrant flowers.

*Flowers* . . . exquisite, soft yellow, contrasting with orange-carmine blush on reverse.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15

**ROSE ELFE (Below)**

So exquisite are the perfect blooms of this strong, hardy Floribunda that one might easily believe that the elves themselves had taken full-sized perfect Hybrid Tea blooms, multiplied them several times on a single stem and reduced them all to less than half size! The miniature rose-pink buds open to tiny, 2-in., high-centered flowers and offer not only a most attractive garden display but an opportunity for a great many cut-flowers. Continuous blooming, June till frost. Known as Delight to the florists.

*Flowers* . . . gardenia-like. Very double, 2 to 2½ in. across.

*Color* . . . silvery rose pink.

*Plants* . . . vigorous, healthy, 20 to 24 in. Disease-resistant.

*Prolific* . . . continuous, June till frost.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

**JACKSON & PERKINS CO.**

*World's Largest Rose Growers*



**Rose Elfe**

© J. & P. CO.





## DONALD PRIOR (Right) (Plant Patent No. 377)

Depend upon this Floribunda for dramatic color display. Its rugged growth and vivid color make a strong accent in the garden. Produces immense clusters of deep red flowers and also has a most gratifying habit of sending out individual flowers all over the bush. This gives the mass color effect more depth and new interest. Its fragrance is airy and delicate, like Damask perfume. Plant grows to a height of 30 to 36 in., with strong, dark green foliage. Effective planted at base of Blaze or Climbing Summer Snow. Also in borders, beds, hedges, etc. Needs no special care or favored location to produce generous blooms.

*Color*...sparkling red like rare wine. A striking color you'll enjoy.

*Blooms*...8-petaled, about 3 in. across, blooms very frequently throughout season. Never without flowers. Does not burn in sun.

*Plant*...30 to 36 in. tall. Plentiful, tough. Splendid in masses or hedges.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75

## BETTY PRIOR (Below Right) (Plant Patent No. 340)

Easily the outstanding, all-satisfying Floribunda Rose, deeply cherished by all. In June, its colorful myriads of blossoms are indeed a glorious sight. All through the summer the perpetually forming buds and flowers, resembling red dogwood, never fail to keep color and attract interest. The healthy, vigorous plants are sturdy yet delicate in appearance and bountiful with their blooms. In beds, borders, hedges, groups and large plantings, Betty Prior gives gorgeous mass color effects and constant cut-flowers throughout the year.

*Color*...buds lively red, open shell-pink. Looks like pink dogwood.

*Flowers*...resemble red dogwood blossoms in shape and size. Blooms in large clusters continuously all season.

*Foliage*...healthy young shoots of interesting red.

*Plants*...3 to 3½ ft., full, abundantly branched. Very hardy.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75

## RED SWEETHEART (Below) (Plant Patent No. 577)

Red Sweetheart! What a thrill for the thousands and thousands who grow and cherish the tiny little pink "Sweetheart" Rose! How many times have you said, "What wouldn't I give for a red Rose-bud like this!" Red Sweetheart has the same dainty, sleek buds but in a rich crimson-carmine hue that holds well when picked in the bud, as Sweetheart Roses always finish a deep pink. Now your wish is fulfilled—and you can have Red Sweetheart this fall!

*Plant*...much more vigorous, more generous than pink "Sweetheart" and has plenty of foliage. 18 in.

*Buds*...tiny, trim, crimson-carmine.

*Blooms*...fully double, 1 to 1½ in. across, exquisite in tiny vase or lapel. Profuse all season.

*Fragrance*...sweet and spicy.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

Red Sweetheart



© J. & P. CO.

Donald Prior

© J. & P. CO.



Betty Prior

© J. & P. CO.







Magic Red

**MAGIC RED P. R. R. (Left)**

A truly heart-warming, pulse-quickenning red, in fully double 5-in. flowers that will give you brilliant, resonant spots or borders of perfect color. A single spray of four or five of these graceful, long-stemmed blossoms will last fully ten days. In the garden, the slowly developing blooms stand out in good clear color for nearly two weeks, even in weather as extreme as the August suns of Mississippi. Does well anywhere, 2½ ft.; disease-resistant. Used effectively in beds, borders and hedges.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15

**CARILLON (Lower Left)**

(Plant Patent No. 136)

Carillon is one of the best-loved Roses of all time. Like the symphonic thrill from the group of bells in a cathedral carillon, the fullest enjoyment is made possible by planting in groups of 6 to 12 or more, for a magic carpet of lustrous coral-flame resting on glossy green foliage. Carillon is a singing Rose, cheerful yet restful with its entrancing flame and coral hues. This outstanding Floribunda created by our own Dr. Nicolas is a perfect Hybrid Tea in miniature. You'll love its profusion of dancing flowers. Most generous in bloom; grows best in North. The graceful semi-double blooms are large and fragrant, and the exquisite buds make handsome table arrangements and boutonnieres.

*Variety* . . . Floribunda par excellence; 24 to 30 in. tall.

*Blooms* . . . large and pleasingly fragrant, continuous till frost.

*Recognition* . . Gold Medal, A.R.S.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15

**SUMMER SNOW (Below)**

(Plant Patent No. 416)

The most prolific of white Floribundas, with great "drifts" of beautiful large clusters, all as clean as falling snow. Summer Snow Floribunda Roses are being used to work wonders in the "white gardens" now so much in vogue, also to accent and blend other colors in the perennial and shrubby borders. Most reliable to heavily blanket any area you wish with immaculate white. Blooms continuously from early June until frost. Sweet, elusive fragrance. Light green, attractive foliage. Summer Snow planted with World's Fair Floribunda gives a striking effect in any garden. 20 in.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75

**FLORIBUNDAS**



Carillon

Summer Snow



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J. & P. CO.

©  
J. & P. CO.

©  
J. & P. CO.



# Here's What Floribundas Will Do for You!

Floribundas will give you color practically all season and require just about as little care as any flower you ever grew. They are a bushy type of Rose, bearing their blossoms in clusters rather than on long single stems. You can tuck them in various spots throughout your garden and grounds with assurance that they will produce showy masses of color and delightfully formed Roses almost continuously from June until September. Of course, the flowering is heaviest early in the season but there is decidedly enough color during the rest of the summer months to make them worthy of a prominent place in your garden.

Order a few extra plants and scatter them here and there throughout your garden for added color next season. Don't forget that every variety is guaranteed to live and bloom and will be shipped to you parcel post prepaid.

## WORLD'S FAIR (Right) (Plant Patent No. 362)



### 1940 Winner of First Award, All-America Selections

Official Rose of the great New York World's Fair, this peerless beauty will be one of the most outstanding Floribundas for many years to come. One of America's most popular Roses. Clusters of velvety, rich scarlet flowers which almost hide the luxuriant foliage, become dark maroon in the fall. Large, double flowers are exceptionally hardy.

Will make a continuous display of color from late spring until frost stops the performance. Bushy plants seem to hide themselves under the clusters of blackish scarlet blooms. An ideal plant to make your garden and grounds the envy of your friends—a source of pride for you and your family.

*Prolific* . . . continuous display, spring to frost.

*Vigorous* . . . bushy; about 30 in. high.

*Size* . . . . . blooms nearly 4 in. across; 18 to 20 petals.

*Fragrance* . . . lightly fresh.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

## A. GRILLE (Below) (Plant Patent No. 475)

This brilliant Rose has made for itself an important niche in the Floribunda family. Lively scarlet-crimson . . . large-flowered, similar in flower and growth but several shades brighter than the nation's favorite World's Fair. Truly a "Rose of Tomorrow." Semi-double flowers, 4 to 5 in. across. They never lose their brilliance even in the hottest sun. Many customers prefer this dashing red Floribunda to bring warmth and cheer to their gardens. Excellent for beds, borders, and mass planting.

*Color* . . . brilliant scarlet-crimson; bright in all light. Does not burn or fade in hottest sun.

*Blooms* . . . large clusters throughout summer.

*Habit* . . . bushy; very hardy and vigorous; heavy, healthy foliage. 24 in. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

© J. & P. CO.

A. Grille



World's Fair



## FLORIBUNDAS

### Red, White and Pink Group

Carillon (opp. page) . . . . . Pink  
Summer Snow (opp. page) . . . . . White  
World's Fair (above) . . . . . Cherry-red

**3 Roses**

**GROUP #417**

Value \$3.75

Save 60c.

**\$3.15**

JACKSON & PERKINS CO.

World's Largest Rose Growers

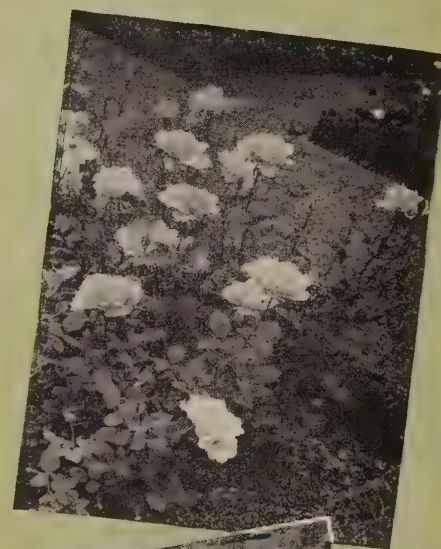




# Hybrid Tea Roses

## HOW TO USE THEM IN YOUR GARDEN . . .

These illustrations of Hybrid Tea Roses will give you some idea of the many ways in which they can be used. Regardless of whether your garden is large or small . . . formal or informal . . . the "Queen of Flowers" will give it a new interest that no other flower can equal. Plant Hybrid Teas in beds by themselves or group a few here and there together with your low-growing annuals or perennials. The secret to remember is simply to plant Hybrid Tea Roses wherever you want a flower of unusual beauty and color that will blossom from spring until fall.



**Enchantment**

### **ENCHANTMENT (Left)**

(Plant Patent Applied For)

A sensational new Rose introduced by J. & P.—a delightful, ever-blooming Hybrid Tea that will be a high spot in your garden next spring! In early season, it develops a great display of large, stately buds, apricot-tinged outside, deepening to clear yellow at the base. These lovely buds open gracefully with high-centered form, producing huge, long-lasting blooms of an entrancing peach-pink color. They attain 6 in. across at maturity, with as many as 35 petals per flower!

It required years of careful breeding by experts to create this truly distinguished Rose for you . . . so be among the first in your neighborhood to display its enchanting beauty! The plants are vigorous and upright, growing from 2 to 3 ft. high, with a wealth of dark green, disease-resistant foliage. Shipment will be made to you at planting time this fall—which means you will have generous blooms next June, repeating all summer long.

*Color.* . . . delicate peach-pink inside the large blooms, yellowish tint on the outside.

*Buds.* . . . large, stately, opening gracefully with high-centered form.

*Foliage.* . . . glossy, deep green from top to bottom.

*Fragrance.* . . . delightfully elusive, yet all-pervading.

*Habit.* . . . guaranteed to bloom repeatedly, all summer long!

\$2.00 each; 3 for \$5.00; 12 for \$20.00

**JACKSON & PERKINS CO.**

*World's Largest Rose Growers*



**SUNSET GLORY (Right)**

(Plant Patent No. 738)

Another new J. & P. Rose . . . one which brings a delicately tinted flower of surpassing loveliness to your garden. The experienced Rose grower will recognize this as a richer, more colorful sport of the great favorite, McGredy's Sunset. The golden yellow buds are suffused with soft pastel pink, opening slowly into graceful but luxuriant 4 to 5-in. blooms of glowing golden yellow. The sheen of dusty rose-pink laid over each petal makes a gorgeous sunset combination of yellow and pink. Many lovely flowers will be yours throughout the season on strong plants of medium size.

The beautiful pastel colors of Sunset Glory make a splendid showing in the garden and also lend themselves well to many interesting combinations for bouquets. Like all other J. & P. Roses, they are guaranteed to live and bloom in your garden, giving you infinite loveliness and warm color.

*Colorful*...golden yellow overlaid dusty rose-pink. An improved McGredy's Sunset.

*Vigorous*...grows well, providing flowers all season.

*Flowers*...very full; many petaled; 4 to 5 in. across.

*Fragrance*...pleasing aroma.

*Buds*...yellow, suffused with pastel pink, open slowly.

**\$2.00 each; 3 for \$5.00; 12 for \$20.00**



© J. &amp; P. CO.

**Be sure to see our  
DIAMOND JUBILEE GROUP  
on page 23**

**HYBRID TEAS**

**RUBAIYAT (Right) P. A. F.\***

RUBAIYAT—unchallenged winner of the 1947 All-America Rose Trials. The naming of this newest sensation of the Rose world was inspired by the celebrated quatrains of Omar Khayyam's *Rubaiyat*. It is a brilliant red, with a profusion of long, graceful buds appearing early in June if planted this fall. As the buds open, releasing their wealth of old Rose fragrance, a glorious riot of deep, scintillating crimson is revealed in the very hearts of the blooms. And this vivid burst of color is accentuated on the outside of the petals by a delicate tone several shades lighter.

Another gorgeous conquest from the grand old house of the McGredys of Ireland. Here to join the numerous McGredy winners of former years.

Reserve a place of honor in your garden for these exquisite beauties. Your RUBAIYAT plants are luxuriant in growth and have demonstrated their hardy, disease-resistant qualities in all climates. You'll be delighted with the unflagging production of extra large flowers that these tall, shapely plants develop. You'll enjoy their glowing warmth, lovely form, and profusion of blooms for years to come!

\*European Rights Reserved

*Buds*...long and shapely, with a delicate crimson-pink exterior.

*Bloom*...large flowers, open slowly, a rich crimson to red-rose color.

*Fragrance*...elusive aroma of old Roses.

*Habit*...extra tall, vigorous and free blooming, remarkably disease-resistant.

*Foliage*...dark, luxuriantly green.

**\$2.00 each; 3 for \$5.00; 12 for \$20.00**



**Rubaiyat**



© J. &amp; P. CO.





# HYBRID TEAS

## ERNIE PYLE (Left)

(Plant Patent No. 673)

### A. J. & P. Introduction in 1945

Dedicated to the memory of Ernie Pyle at the 1945 Festival of Roses, this glowing new flower has been generously admired by all. Remarkable because of its profusion of warm rose-pink flowers of great size and unusually abundant fragrance. Bushy, vigorous in growth . . . developed from a rugged seedling of the wild Rose of Alaska by E. S. Boerner, J. & P. Director of Plant Research. Bringing the rugged strength of Alaska to your garden, Ernie Pyle grows with sleek vigor and amazing resistance. It is excellent as a cut-flower—keeps a long time; long strong stems. A vigorous and bushy plant; grows as high as 2 to 2½ ft. Extravagant display of rose-pink flowers made warm and vibrant by a suffusion of yellow starting at the base of each petal. Slow-opening, long-lasting in bloom . . . will be one of America's most popular pink Roses.

*Bud* . . . . . ovoid, pink, opening slowly and dramatically.

*Bloom* . . . . . large, cup-shaped, warm rose-pink suffused with clear yellow. Enormous.

*Fragrance* . . . . . generous and alluring.

*Height* . . . . . 2 to 2½ ft., vigorous and bushy.

*History* . . . . . a seedling from the hardy strain of the wild Rose of Alaska developed by E. S. Boerner.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

## CRIMSON GLORY (Below)

(Plant Patent No. 105)

### America's Number One Hybrid Tea Rose

In survey after survey, Crimson Glory has repeatedly won top honors as the most popular Hybrid Tea Rose in the country. So beautiful and at the same time so dependable, it deserves a prominent place in every Rose garden. Beautifully formed blooms of deep vivid crimson, held proudly erect on luxuriant, vigorous bushes. You, too, will vote this your favorite once you have watched its magic unfold in your own garden. The buds, deep red with an almost black tip, are urn-shaped and gradually unfold into full, high-centered blooms of perfect form.

As if its color, form and vigor were not sufficient to make Crimson Glory the country's most widely loved Rose, you will be further amazed by its completely captivating fragrance—so sweet and refreshing that you just can't get enough of it. Perhaps you already know that in a poll made by the American Rose Society to find out which were the most fragrant Roses, Crimson Glory won first place for this characteristic too! It was voted by far the most fragrant Rose of all.

*Honors* . . . . . one of the most popular Roses in America for many years.

*Fragrance* . . . . . voted the most fragrant Rose in a poll by the American Rose Society.

*Form* . . . . . full, high-centered, perfect.

*Buds* . . . . . dark, urn-shaped, opening slowly.

*Vigorous* . . . . . very strong grower; prolific; 30 in.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

## Crimson Glory

© J. & P. CO.

©  
J. & P. CO.



# HYBRID TEAS

## ZULU QUEEN (Right)

(Plant Patent No. 363)

The darkest and one of the "blackest" of all red Roses . . . a magnificent, dusky deep maroon, almost black in its recesses. The flowers are very large and full-petaled. Large, dark green foliage on a stalwart bush. Of distinct vigor and beauty, the rich, velvety blooms never burn in the sun, hold their color admirably in torrid weather. While not an unusually free bloomer, Zulu Queen will produce more than enough flowers to satisfy your expectations. The demand continues to exceed the supply of this rare Rose. Medium in height.

*Bush* . . . vigorous, hardy, well-proportioned; grows 2 ft. tall.

*Blooms* . . . the long, pointed buds open gloriously; distinctly and delightfully perfumed.

*Generous* . . . each bloom proudly borne, singly on long stems. While not an exuberant bloomer, far from sparse.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



Zulu Queen

© J. & P. CO.

## FANTASIA (Right Below)

(Plant Patent No. 590)

A remarkable combination of exquisite color and perfect form in a profusely blooming Rose that will delight you with its radiant golden color and fabulous masses of bloom.

The sparkling cheer of yellow daffodils in spring . . . generously bestowed in your garden continuously during the summer and fall. All over America, Rose-lovers are enthusiastic because of the "lift" they get from the bright golden yellow of the beautiful buds. Fantasia is particularly outstanding for its magnificent display of spectacular bloom . . . profuse beyond measure, sparkling, always abundant. Particularly extolled for the trim, pointed buds, so profusely borne . . . usually in generous clusters.

*Buds* . . . pointed, bright, in great profusion.

*Blooms* . . . medium-sized, high-centered, exquisite form; 30 to 35 satiny petals.

*Perfume* . . . unique, wild-Rose fragrance.

*Habit* . . . very hardy, about 30 in. tall; disease-resistant. Bloom in great abundance early, and rebloom all summer and fall.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

JACKSON & PERKINS CO.

World's Largest Rose Growers



Be sure to see our  
Diamond Jubilee  
Offer on page 23.

## ADORATION (Below)

(Plant Patent No. 453)

One of the loveliest of our newer Roses, a masterpiece of the noted Jean Gaujard. A subtle fragrance adds to its charm. The buds are particularly intriguing . . . long and pointed, opening gradually into high-centered blooms. These 5-in. blooms are a brilliant salmon-pink tinted with orange at the base of the petals. Large pointed petals arranged to form an unusually artistic flower. Foliage is profuse, shiny, effective. The lithesome, airy plants are strong and upright, about 30 in. tall. Hardy and vigorous.

*Color* . . . brilliant, high-centered, salmon-pink blooms. June till frost.

*Buds* . . . intriguing, long, pointed.

*Foliage* . . . hardy, profuse, shiny, coppery green.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Adoration

© J. & P. CO.



Fantasia

© J. & P. CO.



# Jackson & Perkins'



Signora

Dicksons  
Red

*Prices  
Reduced!*  
**10%**

As our part in the fight against inflation, the prices on these exceptionally popular Roses have been reduced 10%

McGredy's Sunset


© J. &amp; P. CO.

↑ Countess Vandal

White Briarcliff→

**Signora.** (Pl. Pat. 201.) A pronounced advance over the well-known President Herbert Hoover. Buds are a warm brownish orange, opening to lighter mandarin and salmon. Foliage is rich, glossy, dark green. Tall, vigorous growth. Very fragrant. 30 to 36 in.

**Countess Vandal.** (Pl. Pat. 38.) Acclaimed most artistic bloom in rosedom. Copper, bronze and pink, flooded with gold. Reflex of silver. Most widely used exhibition Rose. Very effective in table arrangements. 24 to 30 in. high. Disease-resistant.

 **Dicksons Red.** (Pl. Pat. 376.) First red Rose to bloom in spring. Glowing scarlet-red brilliance, rich as royal velvet. From the Emerald Isle. Rugged as it is lovely. Blooms unceasingly. Spectacular for its flashing color. Very fragrant. 24 to 30 in.

**White Briarcliff.** (Pl. Pat. 108.) Pure white Hybrid Tea. A bride's favorite Rose. Sleek, graceful buds. Long-lived on the bush or in water. Brings forth a wealth of perfect blooms all season long. 24 to 30 in. high.

**McGredy's Sunset.** (Pl. Pat. 317.) Tinted with delicate orange and rich scarlet—the saffron blooms open in glorious grandeur. Best loved of the Irish Roses. Shapely flowers. Sweet fresh fragrance. Excellent 30-in. plants. Continuous bloomer; hardy.

**Hector Deane.** (Pl. Pat. 361.) Unusual vibrant color. Noted for unsparing fragrance. Perfumes whole garden. Rampant grower. Pointed buds. Artistic petal formation. Tall, stately, 30-in. plants. Perfect for bud vases. A McGredy Rose.

**Gloaming.** (Pl. Pat. 137.) An outstanding pink Rose for exhibition blooms. Reflects the golden rays of an autumn sunset. A miracle of Nature. Sturdy. Requires no pampering. Decidedly fragrant. Excellent foliage. Height 30 in.

**Eclipse.** (Pl. Pat. 172.) The "Streamline Rose." Distinctive sleek, tapering buds. Best national all-purpose yellow. Abundant bloomer. Plants are vigorous and branching. Grows well in all localities. Excellent for boutonnieres. 24 to 30 in.

**Miss America.** (Pl. Pat. 264.) A lovely pastel Rose that achieves greater popularity each season. Delicate flesh tints touched with salmon and gold. Very large, 6-in. flowers averaging 65 petals. Long-stemmed. 30 to 36 in.

**Flambeau.** (Pl. Pat. 374.) Vivid, vibrant, glowing scarlet. Petals glisten inside with a velvety sheen. Appealing petal formation. Vigorous, sturdy, 3½-ft. bushes.

**Eternal Youth.** (Pl. Pat. 332.) The clearest of all pinks. Brushed with delicate yellow at petal base. Sweet fragrance. Compact plant about 2 ft. tall.

**Better Times.** (Pl. Pat. No. 23.) The "Indiana Redhead"—prized for length of stem, pointed buds, cut-flower beauty. The florist shop favorite. Enchanting fragrance. Hardy grower. Upright growth 18 to 24 in. Gold Medal at New York, Philadelphia and St. Louis Flower Shows.

**\$1.35 each**

**3 of one kind  
for .. \$3.40**

**12 of one kind  
for \$13.50**

*Order Now . . . . . Plant them this Fall . . . . .*



# Modern Universal Favorites

## A Selection of the Most Popular Modern Roses

All Twelve Plants  
shown in color

**GROUP #127 \$13.50**

Value . . . . . \$16.20  
You Save \$2.70

All Five Plants  
on opposite page

**GROUP #437 \$5.65**

Value . . . . . \$6.75  
You Save \$1.10

All Seven Plants  
on this page

**GROUP #447 \$7.90**

Value . . . . . \$9.45  
You Save \$1.55

Three Plants

One each Dicksons Red,  
Eclipse, Better Times

**GROUP #457 \$3.40**

Value . . . . . \$4.05  
You Save 65c

**\$1.35 each; 3 of one kind \$3.40;  
12 of one kind \$13.50**

*10% Price  
Reduction!*



Hector  
Deane

Eclipse

Miss  
America

Eternal  
Youth

Gloaming

Better  
Times

Flambeau

© J. & P. CO.



# Enjoy These Lovely

©  
J. & P. CO.

## SONATA (Left)

(Plant Patent No. 732)

All the delicate tones and vibrant harmony of a musical masterpiece seem somehow to find living expression in the exquisite form, enticing aroma, and sparkling color of this one Rose. Sonata is truly as beautiful as a symphonic melody. Cochineal-red in spring and fall, in summer lightening to unusual hues of deep, lively pink. The outside of the petals is several shades darker than inside. The large flowers are perfectly shaped, opening gradually and artistically from long, pointed buds of intense cochineal-red. Foliage is abundant and very dark green. Growing proudly erect on long, strong stems, Sonata blooms abundantly from spring to fall, giving ample color and providing a generous supply of cut-flowers.

*Buds* . . . . .pointed, long, very graceful.

*Flower* . . . . .high-centered, artistic.

*Fragrance* . . .sweet and pleasing.

*Continuous* . . .very prolific all season. Sun-, heat- and disease-resistant.

*Habit* . . . . .very hardy, vigorous, upright, about 36 in.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

Sonata

## HYBRID TEAS

Mme. Marie Curie

### FRAGRANT COLLECTION

Six Roses especially selected for their delightful fragrance

Crimson Glory (P. 16)	crimson
McGredy's Sunset (P. 18)	orange-yellow
Prima Donna (P. 23)	pink
Neige Parfum (P. 22)	white
Hector Deane (P. 18)	cochineal-carmine
Brandywine (P. 26)	tawny yellow

**GROUP #617**

Value \$8.70

Save \$1.45

**\$7.25**

## MME. MARIE CURIE (Left)

(Plant Patent No. 727)



Considered by many to be one of the most satisfactory yellow Hybrid Teas. Mme. Marie Curie will produce a succession of clear yellow Roses in your garden. A good all-season performer; will not fade but remains clear throughout the hottest days.

Generous in its freedom of bloom, it bursts forth with beautifully formed flowers held proudly on vigorous spreading bushes of medium height. Resembles the old favorite, Mrs. du Pont, but the color is brighter and stems are longer. Ideal for cutting.

Disease-resistant foliage is rich and sets off the well-formed flowers of medium size. Color deepens in the fall.

*Color* . . . . .clear, dancing yellow.

*Plants* . . . . .excellent bloomer; hardy; 3 ft. tall.

*Disease-resistant* . . .not susceptible to ordinary Rose ills.

*Buds* . . . . .orange, tight, pointed, open slowly.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

©  
J. & P. CO.



# Colors All Summer Long

## HORACE McFARLAND (Right)

(Plant Patent No. 730)

Supplies the long-pointed buds and rich coloring that mean so much to the modern garden. Flowers are produced very freely throughout the entire season, on sturdy, healthy, well-balanced plants with large, leathery, rich dark green foliage. The sentimental associations of the name itself will make thousands of Dr. McFarland's admirers want to grow this Rose; the rich orange-pink buds will amply reward your efforts. The large flowers have 45 petals and age from deep apricot-pink through salmon-buff to coral-pink when fully open. From Mallerin, the famous French hybridizer.

*Color* . . . . .from orange-pink in the bud through apricot-pink and salmon-buff to coral-pink.

*Prolific* . . . . .very free-flowering, from June till frost.

*Plant* . . . . .clean, upright, 2½ to 3 ft.

*Distinction* . . All-America, 1945. Wins favor in the pleasing form of the delightful buds and trim plant.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

## MIRANDY (Below Right)

(Plant Patent No. 632)

A winner in the All-America Rose Selections for 1945, of compelling interest in its tall, very vigorous plant habit. Originated in California and well liked throughout the country. Long, ovoid buds of a rich, warm red that brings unusual brilliance to bouquets and table arrangements. Blooms are large, very double (40 to 50 petals), maroon-red, freely borne. Their perfume is a penetrating Damask. A seedling of the well-known Charlotte Armstrong.

*Plants* . . . tall (2½ to 3 ft.), vigorous.

*Blooms* . . . large, very double, 40 to 50 petals. Freely borne, particularly in cool weather.

*Perfume* . . Damask, penetrating.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

## REX ANDERSON (Below)

(Plant Patent No. 335)

An outstanding exhibition Rose of delicate, lovely ivory-white . . . perfectly formed, slow-opening, one of the very few successful whites. Its fully double flowers may be grown to enormous size by disbudding. Exceptionally free and vigorous, with abundant gray-green foliage. Soft and fascinating scent. Another favorite we are proud to offer. Always an excellent choice if you wish to achieve a garden spot effect of frosty white. A "must" for the "white garden." Awarded First Class Trial-Ground Certificate, National Rose Society, England.

*Color* . . . delicate, lovely ivory-white.

*Growth* . . . exceptionally free and vigorous, with abundant gray-green foliage.

*Scent* . . . soft and fascinating.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



**HYBRID TEAS**

**JACKSON & PERKINS CO.**

*World's Largest Rose Growers*



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**Rex Anderson**



©



**Mirandy**





Katherine T.  
Marshall



© J. & P. CO.

## The World's Most Modern Rose Garden

The new J. & P. display garden, which was opened to the public at our Diamond Jubilee Festival in June, was described by Richardson Wright, Editor-in-Chief of *HOUSE & GARDEN*, as the most ambitious Rose garden in the world. He said, "This garden at Newark, New York, overwhelming in its vastness and variety of display, generous in its facilities for visitors and garden clubs, is one great step forward toward a most commendable national ideal . . . to make our country a nation of Rose growers. Jackson & Perkins has set up a living foundation, from which all of us who turn the soil and sow seed, will reap immeasurable benefit."

**JACKSON & PERKINS CO.**  
*World's Largest Rose Growers*



## HYBRID TEAS



© J. & P. CO.

Neige Parfum

### KATHERINE T. MARSHALL (Left)

(Plant Patent No. 607)

The All-America Winning Pink Rose of 1944. So glorious, so appropriately named to honor the wife of America's great General Marshall! All-America—created in our own Newark nurseries. This is a Rose of rare beauty and delicacy of form. It grows vigorously with large, open, upright blooms of friendly warm glowing pink. Highly praised in all sections of the country. Bred to hardiness and perfect form. The growth and foliage are equal to the Radiance family and outstrip the old favorite President Hoover. Fruity fragrance. Long, fine stems. An ideal Rose for cutting, formal table arrangements, and bouquets. A Rose to please connoisseurs.

*Buds* . . . long-pointed, firm, deep coral-pink with suffusion of yellow.

*Fragrance* . . . marked and fruity.

*Blooms* . . . generously full, cupped, 5 in. across. Heavy petals resist summer sun.

*Plants* . . . hardy, very vigorous, tall, 2 to 4 ft. Resistant to heat, rain, disease.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

### NEIGE PARFUM (Above)

(Propagation Rights Reserved)

For fullest appreciation of a fragrant white Rose, let your choice be Neige Parfum, from Mallerin. Its purity of color is much enhanced by the copious breath-taking lemon-verbena aroma. The early bud has slightest tinge of cream, then delicate lemon as it unfolds; in full bloom a beautiful white, peony-form. Plants 2 to 2½ ft. tall. Greatly admired for bud vases and white floral arrangements.

Neige Parfum will be a constant source of pride and joy in your garden next summer because of its remarkable fragrance. Acclaimed by many as the most fragrant of all Roses! It is of medium vigor and the superior flowers and the delightful scent make it well worth growing. Like so many other lovely things, will repay you generous rewards for a little extra care.

*Fragrance* . . . a delightful lemon-verbena aroma.

*Buds* . . . long, ovoid, lovely.

*Blooms* . . . large and delicate.

*Foliage* . . . rich dark green.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**



## HYBRID TEAS

Saturnia



© J. &amp; P. CO.

**SATURNIA (Above)**

(Plant Patent No. 349)

Glorious, with 20 flame-wrought petals casting their spell of enchantment. The face of the large petals is a brilliant cardinal-red while the reverse is salmon-yellow and copper, creating a warmth of tone difficult to describe—still more difficult to forget. If you do not have Saturnia in your garden, we cannot suggest another which would contribute so much to the array of colors as this stunning masterpiece. A glimpse at the picture above will indicate what a wealth of interest it creates, and how effective it is for use in bouquets. A gem from Aicardi of Italy.

*Fragrance*...very pronounced, fascinating, fruity.

*Plant*...symmetrical, average height; fine cutting stems.

*Foliage*...shiny dark green.

*Awarded*...Gold Medal, Colle Oppio Gardens, Italy.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Prima Donna



© J. &amp; P. CO.

**PRIMA DONNA (Above)**

(Plant Patent No. 639)

Exquisite in form, intriguing in color, reminiscent of the large gold medal hothouse blooms of R. M. S. Queen Mary so admired at the big Flower Shows but larger, fuller, and with the added qualities of a peerless outdoor plant—sturdy, upright, about 3 ft. tall, with copious foliage. Glorious deep salmon suffused with pink, creating an eye-stopping display in the garden, providing a generous supply of artistic buds and blooms for bouquets! A masterpiece from the noble house of Dickson, blooming continuously from mid-June all through summer and fall.

*Buds*...exquisite, modern, bright salmon-pink, unfurling slowly and delightfully.

*Blooms*...large, perfectly formed, high-centered.

*Color*...rich, deep salmon with pink suffusion, with intense pink in the heart. Sun-fast.

*Fragrance*...appealing, alluring, not heavy.

*Plants*...vigorous, very resistant to all Rose ills. Stands sun and heat well.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

## DIAMOND JUBILEE GROUP

Seven of Jackson & Perkins  
Outstanding Recent Introductions

ONE EACH	
Diamond Jubilee p. 2	(buff)
New Yorker p. 3	(sparkling red)
Red Pinocchio p. 4	(red Floribunda)
Enchantment p. 14	(peach-pink)
Rubaiyat p. 15	(brilliant red)
Eclipse p. 19	(yellow)
Mary Margaret McBride p. 27	(coral-pink)

**GROUP #467**

Value \$12.35  
SAVE \$2.05

**\$10.30**

# SPECIAL! Anniversary Offer!

**An Unusually Fine Collection  
at a Substantial Saving . . .**

The choice Roses in this group make up the most magnificent collection ever offered. Your garden . . . regardless of whether it is large or small . . . will literally glow with unsurpassed beauty next June if you order this group now. Each variety is perfect; each an improvement over any previous Rose of the same color and type.

The personal satisfaction and pride that will be yours when you see these Roses in your own garden is indescribable. Treat yourself to the finest collection we can offer . . . and save yourself money at the same time!



## HYBRID TEAS

Panorama



© J. &amp; P. CO.



Rose Bampton



© J. &amp; P. CO.

Pan America



© J. &amp; P. CO.

**PANORAMA** (Above Left)

(Plant Patent No. 614)

From the famous House of McGredy in Portadown, Ireland, comes this Modern Rose . . . a marvel of nature . . . a pride of rosedom. Each silken petal is gloriously bathed with deep live rose-pink. The reverse is silvery buff slightly suffused with pink. From full, ovoid buds to the open flower, a Rose of unique contrast.

*Buds* . . . full and ovoid, entrancing in its changing contrasts as petals unfold.

*Flower* . . . large, beautifully cupped. 6 in. across.

*Fragrance* . . . abundant—old Rose perfume.

*Plant* . . . hardy, bushy, disease-, sun-, and rain-resistant.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

**PAN AMERICA** (Above)

(Plant Patent No. 437)

One of the outstanding leaders in the Parade of Modern Roses, christened Pan America at Newark's Festival of Roses as a bow to good neighborliness and inspired by its gay colors. Compelling in its wealth of warm hues, particularly as the reddish orange buds unfold to show deep orange inside and these rich tones diffuse into beautiful tawny yellow with outside of petals darker gold; in the final stages, lovely light gold, darker outside. Of strong appeal both to those who prefer yellow Roses and to those who get a special thrill from the play of color in the lively blooms of Pan America.

*Buds* . . . long-ovoid, very effective.

*Petals* . . . 30 substantial, velvety, airy petals.

*Fragrance* . . . sweet, Tea-like, alluring.

*Continuous* . . . right from the first burst of June, throughout the summer, with a rich epilogue of even deeper color in fall.

*Plants* . . . 3 ft. tall, open, hardy, vigorous, disease-resistant. Glossy foliage.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

**ROSE BAMPTON** (Left)

(Plant Patent No. 425)

A cheery, challenging shade of China red . . . only Rose like it . . . heightened in the sunlight and always distinctive, radiantly beautiful in the garden. Retains its depth of color throughout the long life of the blooms. One is drawn to this exciting Rose as to the superb voice of the singer for whom it is named. In early spring occasionally there are two-tone variations between the outer and inner petals; from early summer to frost the intense red remains in all its brightening beauty. Petals reflex slightly as they open and the full flower resembles a camellia.

*Buds* . . . rich carmine, developing into China red.

*Blooms* . . . 5½ in., double, hold a long time. 50 petals.

*Fragrance* . . . delightful old Rose.

*Plants* . . . very tall—2½ ft. Very hardy; disease-resistant.

*Foliage* . . . rich, dark, bountiful.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

JACKSON &amp; PERKINS CO.



## HYBRID TEAS

Rome Glory



© J. &amp; P. CO.

**ROME GLORY** (Above) (Plant Patent No. 304)

Distinctly one of the "notables" of rosedom, Rome Glory deserves a place of honor in any garden. Particularly generous in many ways, it is one of the largest red Roses, and has a strong stem and neck to support the stately flowers in regal style. The very deep red bud gradually opens to a velvety scarlet-crimson bloom with the other petals lazily curving back to make the mature flower even larger. The center holds well, and when finally wide open reveals warm golden stamens in contrast to the rich red petals. Superb fragrance, long stems and extraordinary keeping qualities have made this one of the most popular of florists' Roses.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

**WAVES** (Above Right) (Plant Patent No. 638)

"So Proudly We Hail" this J. & P. Modern Rose named for the gallant WAVES. A seedling of the grand old favorite Dame Edith Helen, WAVES has all the fine qualities of its lovely parent with infinitely greater charm; in addition, a sturdy, more rounded plant and rugged, deep sea-green foliage. The coral-pink, ovoid buds and intriguing, cup-shaped blooms are of unceasing interest and very generous with their old Rose fragrance. WAVES' desirability in the garden is further heightened by the great profusion of bloom, an inspiring display of clear glowing pink in spring and summer which becomes suffused more and more with yellow as the summer advances, in fall reaching a lovely soft salmon-pink.

*Plant*... very hardy, 2½ ft., 15 to 18-in. stems.

*Profuse*... flowers in great profusion, from spring till late fall.

*Blooms*... 35 firm petals that hold well in sun.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

**PEACE** (Right) (Plant Patent No. 591)  
**All-America Rose for 1946**

Another great new Rose which is becoming increasingly popular. The only All-America Selection for last year! The ovoid buds are golden yellow, etched with pink. As they open, they change from canary-yellow to pale gold to iridescent cream. The petals are edged with apple-blossom-pink that deepens as the flower slowly opens to glorious 5-in. blooms.

As the flower matures, the petals roll gracefully outward to form a very double bloom, attractively cupped and with a high-centered golden heart. Individual petals are large, numbering from 40 to 45. The bloom is firm-textured and never balls in any weather. Its fragrance is delicate.

The plant is hard—vigorous—disease-resistant. Flowers are unusually large, on heavy stems that lift them proudly above foliage. Needs no disbudding.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

WAVES



© J. &amp; P. CO.

**Pastel Harmony Group**

ONE EACH

Sunset Glory p. 15.....(orange-yellow)  
Hector Deane p. 18.....(strawberry-pink)  
Horace McFarland p. 21.....(apricot-pink)  
Saturnia p. 23.....(cardinal-red)  
Peace p. 25.....(canary-yellow to cream)

**GROUP #477**

Value \$8.35 Save \$1.40

**\$6.95**

Peace



© J. &amp; P. CO.

*World's Largest Rose Growers*




# HYBRID TEAS

## AVAILABLE ONLY IN LIMITED QUANTITIES

(Not Illustrated)

**ALEZANE.** (Pl. Pat. 116.) A unique color! Prized for its profusion of bloom and hardiness. Blooms three weeks earlier than most. Enchanting in its unusual hues of chestnut-brown finishing in a rich apricot. E. A. Piester, curator of the Hartford Rose Garden, says, "Alezane is the hardiest and most winter-resistant of the hundreds of varieties in the Hartford Garden."

\$1.25 each; 3 for \$3.15; 12 for \$12.50

**CHARLOTTE ARMSTRONG.** (Pl. Pat. 455.) Blood-red buds— magnificent flowers. Spectrum-red in cooler months, cerise in summer heat. The long-stemmed blooms produced in wondrous quantities are ideal for cutting. They open slowly with delicate grace and retain their beauty until the last petal drops. Its brilliant color combined with exquisite form catches many compliments in table arrangements.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

**GREY PEARL.** (Pl. Pat. 680.) This is the startling grey Rose introduced by J. & P. in 1945. It has been impossible to produce enough plants to fill the demand in past seasons but we expect to have a few this fall for which we can take orders while the supply lasts. (European rights reserved.)

\$2.50 each (Only one to a customer, please)

### GREER GARSON (Left)

(Plant Patent applied for)

A Rose as completely captivating and notable in performance as its namesake of motion-picture fame. The deep rose-pink buds are large and pointed, opening slowly, with the outer petals spreading gracefully and the inner ones unfolding even more slowly. The long-stemmed blooms are a true, deep rose-pink, with hearts brilliantly suffused yellow. Frequently sends out long shoots, each with its large perfect bloom and following with a candelabrum of 3 to 6 more blooms on one lovely stem.

*Blooms...* modern, high-centered, exhibition form. 5 in. across. Deep rose-pink.

*Fragrance...* delightfully sweet and fruity.

*Plants...* vigorous, firm, 30 in. tall. Healthy, waxy foliage. Grows lustily.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Greer Garson

### Brandywine

### BRANDYWINE (Left)

(Plant Patent No. 530)

Vigorous, hardy, and fragrant. Brandywine always retains its foliage even under difficult conditions. Created in "Cradle-of-Liberty Land," on the banks of the historic Brandywine, tall and strong and rugged as the patriots of old. The handsome large pointed buds are the answer to a flower arranger's prayer, lovely for bouquets, exquisite in boutonniere or corsage. The virile plants grow to a height of 4 ft., blooming heartily right through till late fall. In a delightful shade of buff-yellow, the sleek buds open slowly and finish light yellow; in the cooler fall weather they assume lively orange tints. Their sweet fragrance is equally pleasurable in the garden and in the home.

*Buds...* modern, pointed, buff-yellow, with lively orange tints in cooler weather.

*Blooms...* light yellow, stately, cup-haped, fine large flowers on good long stems.

*Fragrance...* the sweet perfume is alluring, so truly characteristic of the Rose.

*Plants...* tall, vigorous, rugged, hardy; up to 4 ft. Very disease-resistant.

*Foliage...* large, dark green, very attractive.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

JACKSON & PERKINS CO.  
*World's Largest Rose Growers*



# HYBRID TEAS

## MARY MARGARET McBRIDE (Right)

(Plant Patent No. 537)

Everyone will want this outstanding everblooming All-America Rose for its own loveliness and because it bears the name of the gracious "Mary Margaret." This exquisite new Rose is admired particularly for its perfect form. The double blooms are large and high-centered. The color is clear, deep coral-pink suffused with shimmering gold at base of petals. As the flowers mature the pink gradually lightens to that of Eternal Youth. Blooming in queenly dignity, Mary Margaret McBride will remain in never-fading glory throughout the hottest summer weather. Very generous in heavy spring bloom and continuing all summer and fall. Luxuriant, smooth, leathery, deep green foliage. Exceptionally easy to grow.

*Buds* . . . . .pointed, deep coral-pink.

*Blooms* . . . . .large, always high-centered, very beautiful in all stages. 35 petals.

*Stems* . . . . .long, strong; rollicking plants 30 in. tall.

*Fragrance* . . .aromatic, alluring.

*Honored* . . .All-America Award for 1943. Created by our own Dept. of Plant Research.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



Mary Margaret McBride

*Thousands of her listeners are proud to have the beautiful pink Mary Margaret McBride Rose in their gardens.*



## ALL ROSES GUARANTEED

*We unconditionally guarantee every plant we ship to be of finest quality, true to name and class, sturdy and free from disease, and to reach you in perfect condition. We guarantee every plant to flower the next normal blooming period after planting.*

*We will replace, prepaid and free of charge, any plant that does not perform according to the above guarantee, provided you have carefully followed our directions for planting and care.*

## MANDALAY (Below, Right)

(Plant Patent Applied For)

Molten gold forged into appealing, artistic grace. Glorious sunshine compressed into floral elegance. Largest of all yellow Roses; last summer the flowers in our gardens were as big as 6 in. across—gigantic beauties! This Rose, which came to us from Mallerin, has inspired the colorful, romantic name of Mandalay. The long, pointed bud unfolds into a very large, high-centered bloom of clear, pure gold which remains gallantly undimmed throughout the life of the flowers. The 40 petals are long and firm and of a very smooth texture. The ample foliage is heavy and very dark green. Here's a flower with unmistakable exhibition traits that is also ideal in the garden, either singly or in groups.

A hardy, prolific grower that will reign in eye-filling splendor all summer long, and be ever ready to satisfy your needs for cut flowers of noble size and regal color. Always in bloom, always outstanding. If you could have but one yellow Rose in your garden, Mandalay should be your choice. It has everything you want and grows luxuriantly everywhere.

*Bud* . . . . .long, pointed, golden yellow.

*Flower* . . .opens slowly and perfectly, retaining its potent golden yellow and delicate fragrance. Very large, high-centered, on long stems—largest of all yellow Roses.

*Petals* . . .firm, long, smooth-textured.

*Foliage* . . .heavy, dark green.

*Habit* . . .about 3 ft. tall. Very free-blooming; resistant to sun, rain, heat and disease.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



©  
J. & P. CO.



©  
J. & P.  
CO.

Mandalay





Prices on these  
popular varie-  
ties have been  
reduced 10%.

# THE EVER-

President  
Herbert  
Hoover

Mrs. P. S.  
du Pont

K.A.  
Vik-  
toria

Etoile  
Hollande

President  
Macia

© J. & P. CO.

McGredy's  
Yellow

Poinsettia

Condesa  
de Sagastogui

Beloved favorites of many a fine Rose garden, these are the best of the older Hybrid Tea Roses. Admired by Rose-lovers for years, these varieties still merit a place in many fine gardens.

Only Roses that do well in all parts of the country are in this list . . . recommended by leading rosarians, extensively planted in public Rose gardens.

Highest-grade, 2-year-old, field-grown plants, ideal for a large colorful planting at little cost. A generous supply of cut-flowers can be obtained throughout the season from your plantings of the Ever Popular Dozen.

## NOTICE

Our supply of some varieties may become exhausted. To avoid the possibility of disappointing you, we will substitute similar types if necessary, unless you instruct us not to on the order blank.

## YOUR OWN CHOICE

of any of the 22 varieties listed  
\$1.00 ea., 3 of one kind \$2.50  
12 of one kind \$10.00

**Guaranteed to  
Live and Bloom**

JACKSON & PERKINS CO.  
*World's Largest Rose Growers*





# POPULAR DOZEN

\$1.00 each, 3 of one kind \$2.50

B. W. Price. Graceful, exotic, single Rose having 7 artistic, brilliant pink petals.

★CHRISTOPHER STONE. Velvety scarlet-crimson; Damask fragrance. Very popular, upright. Stands hot weather.

★CONDESA DE SASTAGO. Two-toned coppery pink inside, golden tint outside.

Duquesa de Penaranda. Copper-apricot in summer, cinnamon-peach in fall. Long stems.

★ETOILE DE HOLLANDE. Bright red; large; loose; semi-double, fragrant. Vigorous. Very popular.

Golden Dawn. Sunflower-yellow turning to lemon; well-formed; fragrant. Profuse, continuous.

★K. A. VIKTORIA. Exotic pure white blooms for contrast in bouquet or garden.

★McGREDY'S YELLOW. Large, bright buttercup-yellow. Exquisite bud and flower.

Mme. Joseph Perraud. Long, slender nasturtium-orange buds, opening to nasturtium-buff; fragrant.

Mrs. Erskine Pembroke Thom. Fine buds; perfect rich yellow flowers; delicate fragrance.

★MRS. PIERRE S. DU PONT. Deep golden yellow, slightly lighter with age; semi-double. Fragrant. Steady bloomer.

★MRS. SAM McGREDY. Scarlet-copper-orange, flushed red outside; fragrant. Profuse, continuous bloomer. Very hardy.

Numa Fay. Pastel rose. Peach to salmon buds opening to vibrant salmon-pink. Long stems. Large flower of 50 petals. Hardy, symmetrical, disease-free.

★PINK DAWN. Deep rose opening to pink. Tinted with orange at base. Fragrant.

★POINSETTIA. Long, pointed, perfect buds; glowing fire-red. Vigorous. Fine for cutting.

★PRESIDENT HERBERT HOOVER. Maroon and orange, two-tone. Vigorous, upright; free-blooming. Fragrant.

★PRESIDENT MACIA. One of the finest pinks. Long, rich pink buds. 6-in. blooms; flesh, rich pink reverse.

Radiance. Cameo-pink; large; intensely fragrant. Blooms all season, in all climates. Tall.

Red Radiance. Very large; long-lasting; intensely fragrant; clear, even red. Tall.

★SOEUR THERESE. Long, pointed, silvery yellow buds, marked mauve-red. Fragrant. Many daffodil-yellow blooms.

Talisman. Golden yellow and copper; long-lasting. Free-blooming.

The Doctor. Sparkling pink buds, pointed; one of the largest of all blooms—5 to 6 in. across.

(Items starred are illustrated)

Mrs. Sam McGredy

Pink Dawn

Soeur Therese

Christopher Stone

All 12 Roses shown  
on these two pages

GROUP #487 \$10.00  
(Value \$12.00)  
You save \$2.00

All 4 Roses shown  
on this page

GROUP #497 \$3.35  
(Value \$4.00)  
You save 65c

All 8 Roses shown  
on opposite page

GROUP #507 \$6.65  
(Value \$8.00)  
You save \$1.35

36 plants, 3 of each  
of all 12 Roses shown

GROUP #517 \$30.00  
(Value \$36.00)  
You save \$6.00





# Climbing Roses ... HOW TO USE THEM

There are so many ways in which Climbing Roses can be used effectively in your garden that it is almost impossible to describe them. Any wall, fence, building, or other architectural feature will be infinitely more attractive with a climber or two gracing it. The natural vigor of the plants and the profusion of brilliantly colored flowers will transform otherwise unsightly objects into attractive garden features. By

looking carefully at the illustrations below you will observe several unusual ways in which Climbing Roses have been adapted to some specialized use. Undoubtedly there are many such opportunities in your own garden if you will but study it carefully in selecting places where climbers will make it more attractive. Even in the open garden, you can put posts in the ground and train climbers over them in pillar form.



Dr. Nicolas

## Everblooming!

**DR. J. H. NICOLAS** (Left)

(Plant Patent No. 457)

This fall be sure to plant Dr. J. H. Nicolas, one of the most sensational Climbing Roses ever introduced! Even confirmed rosarians continue to marvel at the wealth of fragrant blooms, the size of the large double flowers so like Hybrid Teas—and most of all, at its everblooming performance. Many first-year plants bloom persistently all season. As the first flowers fade, new shoots appear—all summer you will revel in the abundance of bloom! All through the years when Dr. Nicolas was one of the world's leading Rose hybridizers, one of his ideals was the perfection of an Everblooming Climbing Rose with all these outstanding qualities. That ideal was realized in this marvelous flower, hybridized by him shortly before his death and named in his honor by Jackson & Perkins.

Last October the plants of Climbing Summer Snow and Dr. J. H. Nicolas in our test garden at Newark, N. Y., were still blooming. Once established, they will blossom continuously in your garden as well, making it more colorful, more beautiful, from June to frost.

*Everblooming*... a galaxy of bloom again and again, all summer and fall.

*Fragrance*... rich, lovely, enduring.

*Clusters*... three or four to each long, strong stem.

*Immense*... fully double, entrancing deep rose-pink flowers, unbelievably large, 5 to 6 in. across. 50 fine-textured petals.

*Long-lasting*... the first flowers remain alluringly attractive till even the last one of the cluster is open full.

*Pillar*... very vigorous, grows 8 to 10 ft. tall. Extremely hardy in all sections. Luxuriant dark green foliage, very resistant to ordinary Rose ills.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



*Improved Varieties, Guaranteed  
to Live and Bloom*

# BLAZE

(Plant Patent No. 10)

## *Most Popular of All Climbing Roses*

Is red one of your favorite colors? Would you take pride in a glorious plant that buries itself under thousands of brilliant red Roses? Then plant Blaze! Most popular of all Everblooming Climbers. The popularity of Blaze increases year by year, and we are each year experiencing a greater demand for this exciting Climber by the many who would see it growing in their gardens.

Introduced by J. & P. over a decade ago, these are the brilliant attractive double, red Climbing Roses one sees blooming all over America. You'll be thrilled with the exceedingly generous display of blooms in June, and each succeeding year will increase your devotion as the plants become firmly established and the sturdy canes of "old wood" bring the everblooming characteristic to the fore. You knew the older June-blooming counterpart variety as Paul's Scarlet Climber.

One of the finest Climbers for planting in any spot where this type of Rose is desired. It requires no special attention, but grows luxuriantly with a magnificent display of flowers. A good investment for your garden.

Blaze kindles the warmth of welcome that your home extends as guests approach. In this picture showing the entrance of a home here in the Rose Capital of America, its brilliant pillar of glowing red is in complete harmony with the porch.

*Blooms*...large clusters of many 2- to 3-in., cup-shaped flowers cover plant. The blazing scarlet color holds well, even in full sun.

*Uses*...train over arch or pergola. Drape on fences or garages. Grow on pillars or posts. Brightens entrance or porch.

*Prolific*...masses of vivid scarlet for a long period in springtime. Intermittent flowers all season. (Note: Pluck only actual flowers when trimming after blooming, as new bloom-shoots grow from first eye below the flower cluster.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

### **PAUL'S SCARLET** (*Not illustrated*)

Until the advent of Blaze, its everblooming counterpart, this was the most-admired red Climbing Rose. Many still want it for the great profusion of large, well-shaped, vivid scarlet-red flowers in large open clusters that can be cut freely with long stems during June.

\$1.00 each; 3 for \$2.50; 12 for \$10.00

**JACKSON & PERKINS CO.**

*World's Largest Rose Growers*



## CLIMBERS

Blaze



You don't need any special "knack" to grow Climbers just like this right in your own garden! This particular plant is growing near the entrance to a home here in Newark, and each year it becomes more and more beautiful as the bush becomes larger. Note how the rich foliage softens the lines of the building; how the clusters of red Roses stand out in contrast to the white pillar! After you look at the above illustration, and then study the other suggestions on the opposite page, go out into your own garden and make a list of the many places where you might plant J. & P. Climbers. Get them started in your garden this Fall.



# Add Breath-taking Beauty to Your

© J. &amp; P. CO.



## CLIMBING SUMMER SNOW

(Above)

(Plant Patent No. 400)

Clouds of glacier-white double blooms swirl about arbor trellis or pillar to form a snow-bank of bloom in June with fresh "flurries" of snow all summer. Often they are the last flowers in our garden when killing frosts come.

The glistening, double blooms are 2 in. across, effectively set off with golden stamens when full open, adding to the charm of their large clusters in bouquets and arrangements. Its masses of fragrant white blooms are glorious in the evening, entrancing in moonlight.

The hardy, vigorous plants require little care and fill out rapidly, growing 8 to 10 ft. tall. The picture shows only a part of the plant in our garden. Climbing Summer Snow is an unsurpassed white background before which you can display lovely color combinations with plantings of Floribunda Roses or perennials.

*Flowers*....clear, sparkling white. Loosely double, 2 in.

*Fragrance*...dainty, clean, refreshing.

*Type*.....excellent pillar Rose, 8 to 10 ft. tall. Very hardy. Vigorous. Very few thorns.

**\$1.50 each; 3 for \$3.75;  
12 for \$15.00**



© J. &amp; P. CO.

June Morn

## JUNE MORN (Above, Center)

(Plant Patent No. 375)

A spectacular, sturdy Climbing Rose, originated by Dr. Nicolas. June Morn's large 5-in. Hybrid-Tea-size double flowers are a bright lively carmine-pink touched with gold on outside. Blooms in great profusion in early summer and again throughout the season; older established plants could almost be called everblooming. Very hardy, vigorous; begins to throw sturdy climbing shoots the first summer and will bloom generously the next June. Does very well in semi-shade and flowers stand up better. Height, 8 ft.

*History*...a seedling with the charm of Mme. Gregoire Staechelin, the vigor and free-flowering habit of Cl. Souvenir de Claudius Pernet.

*Blooms*...heavily in early summer with a good display in the fall.

*Use*....for northern areas, a Pillar with Hybrid-Tea-size flowers with repeating blooms; for the South, a really hardy addition to the repeating Climbers.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

## MERCEDES GALLARD

(Below)

A truly everblooming, intensely fragrant climbing beauty, producing immense blooms of rosy red with an extraordinary violet tinge in cooler weather; as the weather grows warmer, the color becomes a richer red. Yellow at base of petals. Long, strong stems. Vigorous. Luxuriant, large, dark green foliage.

*Fragrance*...one plant will perfume entire garden.

*Buds*....ovoid, rosy red.

*Blooms*....exquisite, fully double, 5 in. across.

*Plant*....about 8 ft. high. Heavy foliage.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

## Mercedes Gallard



© J. &amp; P. CO.



# Garden with Modern Climbers

## CLIMBING CRIMSON GLORY (Right)

(Plant Patent No. 736)

The Hybrid Tea Rose Crimson Glory is universally accepted as one of the best and most popular Roses in existence. In poll after poll it has been voted the most outstanding Rose in America. You will find a close-up illustration of the lovely crimson flower on page 16 of this catalog.

Imagine this magnificent Rose in the form of a Climber! The rich crimson color, the fascinating fragrance, the perfectly formed blooms and all the vigor and profusion that make this Rose outstanding in its Hybrid Tea form have been captured in this amazing Climber. Large, high-centered crimson Roses on strong stems cover the plant for a long period. Perfect Hybrid Teas in a breathtaking cascade that is both unusual and lovely. In northern areas where sub-zero temperatures occur, Climbing Crimson Glory should have some winter protection or should be planted in a sheltered location to minimize the danger of winter injury. We are proud to be able to offer this remarkable Climber to our many customers and friends.

*Flower*....perfect form, large, fully double. Very unusual in a Climber.

*Color*.....deep crimson of a striking tone.

*Buds*.....urn-shaped, develop into perfect Hybrid Teas.

*Fragrance*..refreshing and abundant.

*Hardiness*..generally hardy but canes require some winter protection in cold northern areas.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

## DOUBLOONS (Below)

(Plant Patent No. 152)

Doubloons—the golden treasures of old pirate days—were buried deep on fabled islands far away. But Doubloons—the golden beauties from nature's treasure chest—planted in a lovely garden live, climb, bloom, and bring happiness to everyone. This is the yellow Climbing Rose on which you can depend for quick results and for real height.

There are three important reasons that Doubloons is the best all-purpose yellow Climber. Its flowers are magnificent, it blooms profusely for a long time, and it is unusually hardy and vigorous. The husky, hardy canes grow as much as 12 ft. in a single season, for bountiful bloom the next year. You may even have some profusion for a long period. Hardy, vigorous . . . will make your garden "glow" anew.

*History*....a direct descendant of our American wild Prairie Rose, with its heritage of hardiness.

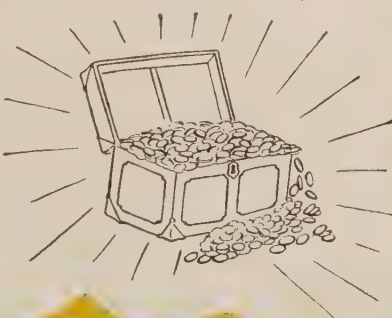
*Blooms*...large, golden flowers, fairly double, literally covering the plant for a long period.

*Growth*...vigorous, healthy; heavy canes. Grows 12 ft. in a season.

*Fragrance*..spicy, clean.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

## Doubloons



©  
J. & P.  
CO.



© J. & P. CO.

Climbing Crimson Glory

JACKSON & PERKINS CO.  
World's Largest Rose Growers





# CLIMBERS

## CLIMBING WORLD'S FAIR (Left)

(Plant Patent No. 546)

Deep scarlet, double blooms rich as royal velvet made World's Fair Floribunda the official Rose of the Fair and destined it for generations of popularity in American gardens. Now this famous Rose is available as a hardy Everblooming Climber. Blooms in generous clusters of deep red buds that open into rich velvety flowers. Enchantingly fragrant. Grows 8 to 10 ft. tall.

For the unusual, for the unique, treat yourself to a plant of Climbing World's Fair for any one of those bare places in the garden where you would like to see an added touch of bright cherry-red next year. Many of the most popular climbers are Hybrid Teas or Floribundas in their climbing form. Here we offer you one of the most popular of all. The velvety flowers against the sheet of luxuriant green foliage stand out dramatically, lending the plant a charm and beauty all its own. For the absolute peak in a stunning mass effect, plant World's Fair Climber with several plants of the same variety in Floribunda form at the base of it. It is a combination that never fails to bring favorable comment.

*Blooms* . . . clusters of graceful deep red buds that open into rich velvety scarlet blooms, winsome in all stages.

*Prolific* . . . continuous, spring to frost.

*Fragrance* . . . delightfully alluring.

*Display* . . . a gorgeous show for trellis, pillars, fences, etc.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

## AVAILABLE ONLY IN LIMITED QUANTITIES

**CL. AMERICAN BEAUTY.** (Not Illus.) Imagine the popular American Beauty Rose in breath-taking climber form! Its crimson buds and flowers will virtually take your breath away. Blooms very early and profusely—sweet scented. A favorite Rose all over the nation, and one that J. & P. customers continue to plant in their own Parade of Modern Roses. 15 ft. tall.

**\$1.00 each; 3 for \$2.50; 12 for \$10.00**

**TORCH.** (Plant Patent No. 726.) (Not Illus.) Entirely different color! Clusters of orange-scarlet flowers almost cover the entire bush. Color does not fade. Outstandingly disease-resistant, and uninteresting to insects. Vigorous canes grow as much as 8 ft. in a year; needs no pampering to produce striking display. An ideal plant to use as a pillar in shrub borders for its rollicking characteristics of form and color.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

## KING MIDAS (Left) (Plant Patent No. 586)

### Longest-Blooming Hardy Yellow Climber

So shimmering, so regal, so glorious are the lovely, large Hybrid-Tea-like blooms of King Midas that in fancy one can almost see the mythical Persian King touch each red-flushed bud, transforming it and all it touches into living, limpid, yellow gold. Truly, this blessing of cheer-giving yellow that almost completely covers the plant for from three to six weeks will bring a blaze of golden glory to pillar, porch, pergola, trellis, fence, or brighten a corner of the yard, house or garage.

You will treasure the King Midas with its modern, high-centered, tight buds and lovely, large Hybrid-Tea-like flowers, in clusters of four to six. Another creation of Dr. Nicolas and our own Department of Plant Research. There is no other like King Midas. Particularly hardy and vigorous, it will establish itself quickly and then produce brilliant splashes of color every year. Long canes 8 to 10 feet. Decorate your garden as you do your living-room. Climbers make a spectacular backdrop for masses of Floribundas.

*Buds* . . . . . high-centered, slow to open, deep gold with reddish tinge that makes color more intense.

*Blooms* . . . . . large, 4 to 5 in., in clusters of four to six on medium-long stems, opening beautifully from a deep bold to a clear, unfading yellow.

*Very Prolific* . . . begins early, continues through June till other large-flowered Climbers have ended.

*Fast-growing* . . . establishes itself quickly and throws out long, stout, blooming wood from basal shoots.

**\$1.50 each; 3 for \$3.75;  
12 for \$15.00**

JACKSON & PERKINS CO.

*World's Largest Rose Growers*



# CLIMBERS

## NEW DAWN (Right)

(Plant Patent No. 1)

One of the hardiest Everblooming Climbing Roses known. New Dawn has the invaluable habit of repeating its perfect Hybrid-Tea-like blooms continuously all season. Have glorious Roses with the precious pink of apple blossoms and a delicate appealing old-Rose fragrance, in profusion on a plant that is easy to grow, requires little care and takes little ground.

The trim, perfectly formed, pointed buds are most artistic in their appeal, superb for use in bouquets and arrangements. They have fine long stems. The foliage is wondrously glossy, remarkably disease-resistant, and retains its attractive, decorative appearance all season. The sturdy canes grow rapidly; even one plant can make a gorgeous display on trellis, arbor or fence. The plants flourish in almost any good garden soil and are lavish with lovely blooms like those shown at right.

*Buds*...exquisite, prized for flower arrangement, dainty pink flushed with deeper tones.

*Blooms*...delicate, soft pink, 4-in. Hybrid-Tea-like blooms in masses from early June until freezing weather. Delightfully fragrant.

*Stems*...ideally long for cutting.

*Hardy*...extremely hardy in all regions. Husky, very vigorous growers, up to 15 ft.

*History*...everblooming strain of the Dr. W. Van Fleet.

**\$2.00 each; 3 for \$5.00; 12 for \$20.00**

## DR. W. VAN FLEET (Not Illus.)

Forebear of exquisite New Dawn. The large, pale pink, fragrant, Hybrid-Tea-like flowers are borne on fine long stems, ideal for cutting. Many would not be without Dr. W. Van Fleet for the literally hundreds of lovely Roses on even a single plant—countless bouquets from the smallest city lot, and a wonderful garden display at the same time. Profusion of bloom in June. Vigorous, hardy. Grows 12 to 15 ft.

**\$1.00 each; 3 for \$2.50; 12 for \$10.00**

## GOLDEN CLIMBER (Below)

(Plant Patent No. 28)

Many features give Golden Climber its popularity. The interesting shape of the flowers is unusual. Its coloring is superb—the buds, flecked with orange-scarlet, burst into handsome, rich golden yellow, Hybrid-Tea-like blooms. Long stems, 18 in. and more, add grace and make the delicately fragrant, golden flowers especially adapted for cutting. Glossy leaves. Needs to become established before blooming heavily. Train the canes horizontally on a low trellis or rails as in the picture below, where they will have full sun, and when established you will be rewarded with a truly glorious display.

*Buds*...long, gracefully shaped, golden yellow.

*Blooms*...unique in form, slightly fragrant.

*Stems*...18 in. or longer, make Roses fine for cutting. Smooth; very few thorns.

*Foliage*...fairly heavy, fine color, glossy, adding a fine ornamental note to the garden.

*Lasting*...long blooming period lengthens the enjoyment.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

© J. & P. CO.

Golden Climber



New Dawn

## Trailing Roses

### WICHURAIANA (Not Illus.)

An effective cover-all for banks and other bare and unsightly places. Spreads rapidly, rooting wherever it touches soil. Effective along the top of retaining walls. Extremely hardy. Fragrant, starry white flower clusters. Bright red berries later in the season. Its glossy green foliage is decorative all season long. Cover up ugly bare places by planting Wichuraianas; will solve many of your difficult garden problems. Plant 2 ft. apart; they will soon form a dense, solid, trailing mass.

**\$1.00 each; 3 for \$2.50; 12 for \$10.00**

### MAX GRAF (Not Illus.)

Excellent for covering steep banks and other difficult positions. Tough, disease-resistant; does well in places where there is little sunshine. Dark green foliage glowing with clear pink flowers in June and July. Easy to grow. For solid mass effect, plant 2 ft. apart in staggered rows.

**\$1.00 each; 3 for \$2.50; 12 for \$10.00**

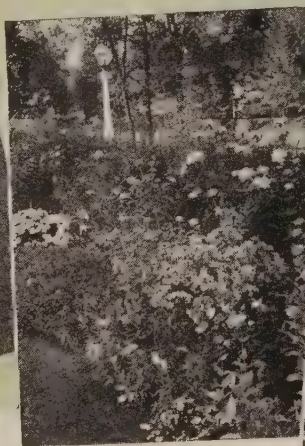


# Modern Perennials

... How to Use Them  
Effectively in Your Garden

Perennials are the flowers that come up year after year without having to be re-planted each spring. We have tested hundreds of different varieties here at Newark, New York, and offer only the best ones in our catalog. We look for clear, strong color, profusion of bloom, and general hardiness in selecting those which we recommend for your garden. Our goal is to give you plants which will provide the greatest amount of satisfaction with the least possible effort. You don't need a "green thumb" to grow J. & P. Modern Perennials!

You will make your garden more attractive and at the same time save yourself money if you buy perennials in groups. All plants are guaranteed to live and bloom, of course.



Viola  
Purple Heart

**VIOLA PURPLE HEART** (Left)  
(Plant Patent No 671)

*The Famous Perennial  
Introduced by J. & P.*

**ENORMOUS, PROLIFIC, EASY TO GROW**

By popular acclaim, this is one of the most outstanding perennials ever introduced. You, too, will want a number of these hardy colossal Viola Purple Heart plants to put sparkle into favored garden spots, into mixed beds, at the foot of evergreens, edges of rose beds and for other low mass plantings.

They are easy to grow . . . not particular where you put them; although they do best in moist, loamy soil . . . like afternoon sun, but do not demand it . . . will live for years giving you infinite loveliness for very little care. Huge velvety deep violet-blue 3-in. flowers like those pictured, on graceful stems 7 to 8 in. long; blooming from early spring all through summer and fall.

The petals of these giants are pleasingly waved, giving a play of tones that you'll never cease to admire. A bright yellow "eye" causes the lovely purple to seem even deeper and the sheen to appear richer and more velvety. Each plant sends out many shoots for a continual supply of flowers . . . from spring until freezing weather and some even after the first snow flies. If you clip off the runners in August, the plants will be more compact and the blooms more profuse.

75c each; 3 for \$2.00; 6 for \$3.75; 12 for \$7.50  
25 for \$13.75; 50 for \$27.50; 100 for \$50.00

**JACKSON & PERKINS CO.**  
*World's Largest Rose Growers*



**CARNATION IRENE (Right)**  
***Dianthus caryophyllus* (P.A.F.)**

**THE MOST FRAGRANT OF ALL GARDEN PINKS**

The fragrance of Irene is one of its outstanding qualities . . . literally drenches the garden with old-fashioned, clove-scented fragrance unequaled by any other garden Pink. Flowers themselves are produced continuously, the new buds opening as the old ones finish. One 8-in. plant in our garden had over 60 flowers last spring. Irene is an exquisite shade of pink bearing 2- to 2½-in., very double flowers, averaging about 60 petals each. The sturdy stems are 12 to 15 in. long, and the plant makes a solid mound of color in the garden. A sport of England's top-favorite white Carnation, Mrs. Sinkins, this new and unusually free-flowering Carnation was found by Mrs. Rene Hague in her garden in Toronto, Canada.

This delightful Pink will give you as much enjoyment as any other one perennial because of its unusually heavy fragrance, its amazing number of flowers and its easy culture. Use it freely throughout the garden for an extra dash of color and added interest. Plants are hardy and vigorous . . . will please you when you see them in your garden next summer.

\$1.00 each; 3 for \$2.50; 6 for \$5.00

© J. & P. CO.

**Carnation, Irene**

**WHITE BLEEDING-HEART**

(Right)

***Dicentra formosa***  
**Sweetheart**

This lovely, delicate plant well deserves a place in every garden. It blooms heavily in the spring and continues to produce flowers all during the summer and fall. The shape of the pure white flowers is similar to the old-fashioned Bleeding-heart, a little smaller in size but far more delicate in appearance.

The light green, silvery leaves are almost transparent, particularly graceful and fern-like. White Bleeding-heart grows luxuriantly in any reasonably good garden soil but prefers a continuous supply of moisture and slight shade. Splendid for planting in the foreground of perennial borders and rock-gardens because it grows only 9 to 12 in. high. Plant generously with Viola Purple Heart, as in the illustration at the right. This is a very unusual plant which we are proud to be able to offer to our many good friends and customers.

\$1.00 each; 3 for \$2.50; 6 for \$5.00

© J. & P. CO.

**White Bleeding-heart**

One of the charms of any perennial planting is the use of combinations. Note in the illustration at left how low-growing Purple Heart Viola has been used advantageously with the lovely white Bleeding-heart. Many other such combinations are possible.

**CHRYSANTHEMUM RED TROJAN (Below) (P.A.F.)**

**A New Variety in a Handsome Fall Color**

Red Trojan deserves a prominent place in your garden because you will cherish its lovely maroon-red flowers and somewhat dwarf form. Starting in early October you will thrill to its magnificent display of 1½- to 2-in., maroon-red flowers so freely produced on compact, vigorous, 18- to 24-in. plants. Many customers tell us that Red Trojan is especially lovely for planting in the foreground of other Chrysanthemum beds and in perennial borders because its slightly dwarf form makes it particularly useful in front of other plants. Set out several of these in a group now and you will be rewarded with a glowing display of warm red next October.

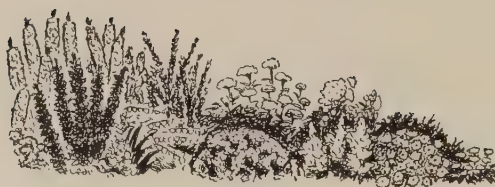
85c each; 3 for \$2.25; 6 for \$4.25

**Chrysanthemum**  
**Red Trojan**





Violet, Royal Robe



### **SUPER GIANT VIOLET, Royal Robe (Left)**

Magnificent, extra-large flowers of lustrous, deepest violet-blue. Intensely fragrant. The rugged plants bloom abundantly in early spring and again in fall. The large, superb flowers open wide, like a pansy or viola, often exceeding 1 in. across. Their stiff, erect stems grow up to 8 in. or more. Far superior to old-fashioned Violets because of immense size, delightful fragrance, and profusion of flowers on extra-long stems. Very hardy.

65c each; 3 for \$1.75; 6 for \$3.25

### **VERONICA spicata, Crater Lake Blue (Left, Below)**

The only blue that adequately describes this graceful new Veronica is the bright hue of Oregon's famous Crater Lake. Long, airy spikes like the blue spires of fairy-land. It blossoms profusely for a long period in June. Established plants may enliven your garden with dozens of individual flower-spikes. A sure touch of cool blue for the border. Plants grow 20 in. tall; do well in either full sun or partial shade.

65c each; 3 for \$1.75;  
6 for \$3.25

Lythrum, Morden's Pink



© J. & P. CO.

Veronica spicata



© J. & P. CO.

Lythrum,  
The  
Beacon

©  
J. & P. CO.



# Modern

### **LYTHRUM, Morden's Pink (Left, Below)**

Another outstanding new member of the Lythrum family. Generous full spikes of a clear lovely soft pink; has a more open growth than either The Beacon or Rosalie. Like the other two members of its family, Morden's Pink is perfectly hardy, thriving in wet or dry places. Clear pink spikes add height and interest to the landscape. The lovely clear pink blends well with all other colors in your garden and is particularly useful because it is at its peak in July and August. Effective in large masses or in smaller groups in the borders. 55c each; 3 for \$1.50; 6 for \$2.75

### **LYTHRUM, The Beacon (Left, Below)**

(*Salicaria*.) Long-lasting, clear deep carmine-red flowers on large spikes. Side spikes follow almost to the ground. Turns brilliant red in fall. Thrives equally in wet semi-shade and open, dry sun. Very hardy, needs little care. Continuous, July to frost. 3½ to 4 ft. Award of Merit.

55c each; 3 for \$1.50; 6 for \$2.75

### **BLEEDING-HEART (*Dicentra spectabilis*) (Lower Left Corner)**

A proved favorite since Grandmother's day. Grows to about 30 in. tall, every year gaining in breadth and width. The "Bleeding-Hearts" are borne in graceful sprays on long stems which appear in spring. Will do well in either semi-shade or sunny positions. With very little care, produces amazingly large vigorous plants within a few seasons and for practically no care on your part. Because of its early blooming in late May, an excellent plant to use in combination with other spring perennials.

75c each; 3 for \$2.00; 6 for \$3.75

### **AVAILABLE ONLY IN LIMITED QUANTITIES**

**ASTER, Adorable.** (*Nova Angelica*.) All that its name implies! Deeper, clearer pink, very rare in fall flowers. Small, reddish, rosette-like buds. Plant among low shrubs or evergreens for unusual fall effect. Height 4 to 4½ ft. Blooms Sept. to frost.

55c each; 3 for \$1.50; 6 for \$2.75

**COREOPSIS, Golden Shower.** Constantly covered with 1½-in., star-like, golden yellow flowers, against bright green, disease-resistant, slender, graceful foliage. In addition to being ornamental, provides color from June to frost. Non-fading. 24 in. tall.

60c each; 3 for \$1.60; 6 for \$3.00

**PACHYSANDRA (Spurge) terminalis.** Best evergreen ground-cover for deep shade; also does well in sun. Useful along walks, under large trees, steep banks. Quick-spreading, underground. Thick, glossy, spoon-shaped foliage; 8 in. tall. Plant 8 to 10 in. apart.

3 for 90c; 10 for \$2.50; 100 for \$20.00

**POLEMONIUM, Blue Pearl.** The gay baby-blue flower-heads above the green foliage form a lovely mass of airy blossoms. 12 to 15 in. high. From early spring into June, six to eight flower-stems on each plant. Clean dark green foliage decorative in itself, right up until frost.

65c each; 3 for \$1.75; 6 for \$3.25

**DWARE POLYGONUM, Reynoutria.** One of the finest ground-covers. Establishes itself well in poor or rich soil, thrives best in full sunlight; hovers 4 to 8 in. from soil. Light green foliage turns brilliant red in fall. Blooms in August and September—fragrant, airy pink sprays; deep red buds.

55c each; 3 for \$1.50; 6 for \$2.75;  
100 for \$40.00

JACKSON & PERKINS CO.

World's Largest Rose Growers



Bleeding-Heart





# Perennials



## **GYPSOPHILA, Rosy Veil** **Baby's Breath** (Bottom Row, Center)

This lower-growing double pink Baby's Breath has won wide popularity with its endless possibilities in the modern garden. Very generous in bloom, the airy sprays form a heavy mat of delicate pink during June and July, and also flower again in fall. The artistic sprays are invaluable for bouquets in the home, particularly to set off other and larger blooms. Different from the commonly known perennial Baby's Breath, the plants never become overgrown and keep to 18 in. tall or less.

55c each; 3 for \$1.50; 6 for \$2.75

## **SEDUM spectabile, Brilliant** **Stonecrop** (Bottom Row, Left)

Nearly every garden has some barren place where this determined plant can be a surefire note of color with its gorgeous immense amaranth-red flower-heads. Especially endowed by nature with thick, succulent, light green leaves which store up moisture, it is able to withstand even the hottest, driest summer weather. Rugged, erect-growing plants attain a height of 18 in. Very ornamental even before the blooming season arrives; indispensable as a late fall bloomer. Rejoices in a hot dry spot, but it does well in any garden location with ordinary soil and sun. Will thrive even in semi-shade. Most effective in clumps of three or more, planted 12 to 18 in. apart.

55c each; 3 for \$1.50; 6 for \$2.75

### **Special Perennial** **Group Offer**

Royal Robe Violet (opp. page)  
Lythrum, Morden's Pink (opp. page)  
Polemonium, Blue Pearl (opp. page)  
Gypsophila, Rosy Veil (above)  
Astilbe, Fanal (right)  
Anchusa (above)  
Purple Heart Viola (p. 36)  
Carnation, Irene (p. 37)  
White Bleeding-Heart (p. 37)

**GROUP \$627**  
Value \$6.65  
Save \$1.10 **\$5.55**

## **FUNKIA (Right, Below)**

Occasionally an old favorite . . . beloved in Grandmother's day . . . displays such outstanding characteristics that the Parade must stop and make a place for it. Perhaps you have admired the clean, rich green foliage of Funkia around the front porch of some hospitable house. Its long, tubular, creamy white flowers held themselves erect above the mass of green foliage in July and August.

Flower-stalk 18 to 24 in. high, with fresh new bloom every day. Dark green, oval, heart-shaped leaves 8 in. long and 5 in. wide. Clean, cool color during hot summer days. Particularly effective for planting near the house in the shade because Funkia grows in any location and forms attractive masses even where other plants will not thrive. Lives indefinitely, even under adverse conditions. Use also as low foreground material in front of taller shrubs, or as solid beds along your boundary-line. Heavenly fragrance adds just one more reason you will treasure this lovely plant.

85c each; 3 for \$2.25; 6 for \$4.25;  
12 for \$8.00

*All Perennials*  
*Guaranteed*  
*To Live and Bloom*

## **ANCHUSA (Right)**

*Myosotisdisflora*. Delightful clusters of clear forget-me-not-blue flowers borne in profusion during April and May. Equally effective in shady or sunny places. Dainty blue flowers on stems 1 to 1½ ft. high. Good ground-cover for shady or semi-shady areas.

55c each; 3 for \$1.50;  
6 for \$2.75



Anchusa



Funkia

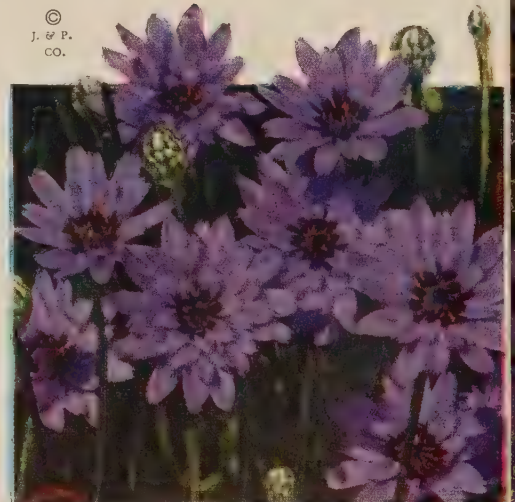
## **CATANANCHE. Giant Cupid's Dart (Below, Right)**

One of our most popular Modern Perennials. Sometimes called Love Plant. Bright, deep violet-blue, 2-in. flowers like double Cornflower, on silvery, slender branching stems; silvery buds and seed-hips. Slender, tufted, silvery foliage. Live and lovely for front of border. Height 20 in.; excellent for cutting—this lacy, dainty flower may be used in bouquets of most any garden blooms with artistic effect. Fine for boutonniere. Blooms profusely from July till frost. Have these delightful flowers all Summer and Fall. An excellent plant for dry spots or other difficult positions. Award of Merit, Royal Horticultural Society.

55c each; 3 for \$1.50; 6 for \$2.75

## **Catananche**

©  
J. & P.  
CO.



## **ASTILBE, Fanal (Right, Below)**

Fanal means "lighthouse," and these lovely, artistic plants will truly be beacons in your border plantings with their exquisite, feathery sprays of lively red. Easy-to-grow, hardy; likes plenty of moisture as well as good, rich soil, especially during the growing period; will repay a thousandfold with abundance of bloom all through May and June. A unique color—rich, deep red; dark green, prolific foliage; 12 in. high. Fills long-felt want for red border plant, and one that likes moisture. Happy in either semi-shade or sun. May be lifted in fall and potted for winter blooms indoors.

85c each; 3 for \$2.25; 6 for \$4.25

## **Sedum**



## **Gypsophila**



© J. & P. CO.

## **Astilbe**



© J. & P. CO.



Divine

Freedom

Delightful

# J. & P. Hybrid

## "ALL-OUT-AT-ONCE" SPIKES GUARANTEED TO BLOOM

### 100% Double

You will be proud of the handsome, long-lasting, all-out-at-once spikes with their giant all-double flowers closely set on towering spires up to 20 and 30 in. long. Four to six such spikes to a plant in June and July, repeating bloom in the late summer and early fall, more beautiful every year.

### An Improved Race

One of our chief aims in developing this new race was to provide trim and sturdy stalks not easily blown down by the wind . . . yet not cumbersome and stiff in bouquets. You will find that J. & P. Delphinium do not need staking in most localities. Use in groups of three to five plants of each variety. A few such groups will glorify your garden because the full, strong flower-stalks hold their stately heads in regal dignity, making the entire garden seem more beautiful than ever before.

### THE THREE ON THIS PAGE:

#### DIVINE

Rose-Mauve. Lovely lavender warmed by faint rose cast; wide-based pyramidal spikes; vigorous growth. A soft art shade that wins its way into any garden. Each floret blends its tones as if tinted in water color. Outstanding when used in groups in the garden. 5 to 5½ ft. of warm loveliness.

75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

#### FREEDOM

White, with black-and-white "bees." Will "pep up" any garden. This variety is in great demand because it is an excellent color to accent a perennial border. Stunning in bouquets. 4½ to 5 ft. tall. A striking effect when planted in groups or in combination with other J. & P. Delphinium hybrids.

85c each; 3 for \$2.25; 6 for \$4.25; 25 for \$15.65

#### DELIGHTFUL

Deep Blue. The rare, real all-blue, in the darker shade so hard to get. Particularly effective because it is so good in combination with other colors. Glorious background for lower growing flowers. Lends interesting depth to the garden. Most popular of all. 5 ft. tall. This is what you have in mind when you speak of "Delphinium Blue." It is a glorious color.

75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

**BLUE, LAVENDER  
AND WHITE**  
2 each **DELIGHTFUL, GAYETY  
and DEBUTANTE**  
**GROUP #527**  
**6 PLANTS** **\$3.60**  
(Value \$4.50) for . . .

JACKSON & PERKINS CO.  
*World's Largest Rose Growers*



# Delphiniums

## NORTHERN NEW YORK STRAIN

### Easy to Grow

Grow these lovely giants in your own garden with no more effort than you have previously spent on other types. Thrill to these dramatic spikes in June and July, again in the fall.

A new milestone in Delphinium achievement, hybridized by our own Dept. of Plant Research, these amazing new hybrids are hardy, disease-resistant, uniform. They will come up year in and year out, producing lovely flowers just like these pictures.

### The Four on This Page:

#### DESIRABLE

Deep Violet. Truly distinct in its velvety violet-purple florets strikingly accented with white "bees" or eyes—on upright, well-balanced, wiry-stemmed, 4½-ft. spikes. The color holds. Really dramatic, both in the garden and in bouquets.

75c each; 3 for \$2.00; 6 for \$3.75;  
25 for \$13.75

#### DEBUTANTE

White. Clean, sparkling tall spires, dramatic in a white garden, with other colors, or by itself. The chaste white double florets are closely set on the trim spikes, adding to their fine accent effect. Cool and refreshing. 4 ft. tall.

75c each; 3 for \$2.00; 6 for \$3.75;  
25 for \$13.75

#### ENCHANTMENT

Light Blue. True Delphinium-blue, with white eyes—the hybridists' dream! A giant double Delphinium with superb masses of bloom on all-out-at-once spikes. 4 ft. tall. Adds great interest to any garden. Striking in a white vase.

75c each; 3 for \$2.00; 6 for \$3.75;  
25 for \$13.75

#### GAYETY

Pink-Lavender. Outer petals blue. Lovely cupped florets from its forebear Lady Eleanor, England's favorite; spike habit and hardiness from its J. & P. ancestry. Side shoots prolong bloom several weeks. Unique color display! 5 ft.

75c each; 3 for \$2.00; 6 for \$3.75;  
25 for \$13.75

Desirable

Debutante

Enchantment

Gayety

**LAVENDER AND  
WHITE**

2 each, DIVINE and DEBUTANTE

**GROUP #537**

4 PLANTS

(Value \$3.00) for...

**\$2.40**

**WHITE, BLUE, AND  
VIOLET**

3 each, DEBUTANTE, ENCHANT-  
MENT and DESIRABLE

**GROUP #547**

9 PLANTS

(Value \$6.75) for...

**\$5.60**





Eugene A.  
Wander



© J. & P. CO.

Avalanche



Mrs.  
Pierre S.  
du Pont III



## Chrysanthemums

Chippewa



### EUGENE A. WANDER

(Above, Left)

Brilliant  $4\frac{1}{2}$ - to 5-in. (larger if disbudded), double, glistening golden yellow, perfectly formed flowers. Branching clusters hide the stocky plant. First of the season—a blaze of golden glory, in full flower by Sept. 10. Seldom over 18 in. tall. Hardy, easy to grow. Ideal for every garden use and long-lasting bouquets.

65c each; 3 for \$1.75; 6 for \$3.25

### CHIPPEWA (Left)

An outstanding addition to the Parade of Modern Perennials. Glorious warm Dubonnet color tone—deep in the bud and lighter as the flower develops. Yellow centers on the full-open bloom. Unusually long stems for a garden Mum. Fully double, 4 in. across, on sturdy plants 24 in. high. Bloom in late Sept. until hard killing frosts.

75c each; 3 for \$2.00; 6 for \$3.75

### LAVENDER LADY (Left)

Rare and lovely coloring marks this beautifully shaped, lavender-pink Chrysanthemum. The flowers are 4 in. across. Blooms end of Sept. till frozen. 24 in. tall. Queen of all garden Mums—unexcelled!

55c each; 3 for \$1.50; 6 for \$2.75

Lavender Lady



### MRS. PIERRE S. DU PONT III

(Above)

Considered the nation's favorite bronze. The dominant color is soft peach, tinted with rosy salmon and fawn shades overcast with luminous sheen. Large, full, perfectly formed flowers 3 to 4 in. across, on tall, branching stems. Sturdy  $2\frac{1}{2}$ -ft. plants. Blooms in early Oct. till after first frost.

65c each; 3 for \$1.75; 6 for \$3.25

### AVALANCHE (Above, Center)

Like an avalanche of white, pure as the driven snow, the large, perfect, full-open double blooms cover the plant from the end of Sept. till frozen. Large as Lavender Lady, queen of garden Mums, the center is warmed with cream in the part-open stage; excellent in bouquets. The best large white. 2-ft. plants.

65c each; 3 for \$1.75; 6 for \$3.25

### BURGUNDY (Below)

Glorious rich burgundy-red, in a fragrant, double Hybrid Korean. A winner everywhere! Magnificent form and texture; strong growing.  $2\frac{1}{2}$  ft. Equally striking in garden display and in arrangements. 3- to 4-in. blooms, early Oct.

55c each; 3 for \$1.50; 6 for \$2.75

### RED VELVET (Not Illustrated)

Rich velvety crimson with glowing sheen; the color gradually changes to even darker crimson, providing added interest as the flower opens. Shapely, fully double, medium-sized blooms on long stems.

65c each; 3 for \$1.75; 6 for \$3.25



Burgundy

## Chrysanthemums

All Shades

All Season

**GROUP #557**

All varieties illustrated,  
plus Red Velvet

**7 PLANTS, \$3.70**  
one of each.  
Value (\$4.45) ....





GIANT  
HARDY*Phlox*FOR MIDSUMMER  
GARDEN GLORY©  
J. & P. CO.

Mikado

Apple Blossom

Blue Boy

**MISS LINGARD.** Beautiful long white spikes with a faint pink shading. Delightful evening fragrance. Early. A favorite.

55c each; 3 for \$1.50; 6 for \$2.75

**SAN ANTONIO.** Immense heads of deep, non-fading blood-red florets. Always striking. 2½ to 3 ft. Good accent color.

65c each; 3 for \$1.75; 6 for \$3.25

**CHARLES CURTIS**

(Below)

A brilliant scintillating color . . . the brightest red! Profusion of glowing scarlet-red heads on strong 2½-ft. stems. Robust and sturdy, retains its unusual glow even under adverse conditions. Marvellous bright color accent.

75c each; 3 for \$2.00; 6 for \$3.75

**MIKADO (Left, Above)**

The intriguing pattern formed by the large distinct white eyes furnishes an interesting color contrast to the deep violet petals, which make Mikado stand out. Large 1½ to 2-in. florets. One of the most striking colors in the Phlox family. 18-24 in. tall.

55c each; 3 for \$1.50; 6 for \$2.75

**APPLE BLOSSOM**

(Above)

One of the loveliest pastel shades. A cool, refreshing color for the hot August days. Blends beautifully with the other plants in your garden. Soft apple-blossom-pink; 2- to 2½-in. florets. Pyramidal flower heads with side spikes following freely. 2½ to 3 ft. tall.

55c each; 3 for \$1.50; 6 for \$2.75

**HARVEST FIRE**

(Top, Above)

Sets the garden afire with a mammoth fiery glow of salmon-orange flower-heads. Bottom branching. Individual florets 1½ to 2 in. across. Clean, healthy foliage. Long bloomer. Grows to 30 in. Magnificent in mass plantings.

55c each; 3 for \$1.50; 6 for \$2.75

**SALMON BEAUTY**

(Top, Right)

A white eye in the giant salmon-pink florets makes Salmon Beauty one of the most colorful of all Phlox. The warm tones blend richly with other Phlox colors. Large florets, 1½ to 2 in. 30 in. tall.

55c each; 3 for \$1.50; 6 for \$2.75

**BLUE BOY (Above, Right)**

Deep rich color and low-growing habit makes this an ideal border for any bed of flowers. Best deep blue Phlox. Free bloomer. Compact bushy growth, splendid in border of mixed perennials and to face taller groupings. Florets 1½ to 2 in. Large flower-heads. Height, 18 in.

55c each; 3 for \$1.50; 6 for \$2.75

**FAIRY KING (Below)**

A romantic lavender shade that brings daintiness to the garden. Striking in bouquets, radiant in electric light. Rarest and softest of lavenders, lends depth and perspective to the garden ensemble. Rounded, large, and shapely flower heads. Average height, 2 ft.

75c each; 3 for \$2.00; 6 for \$3.75

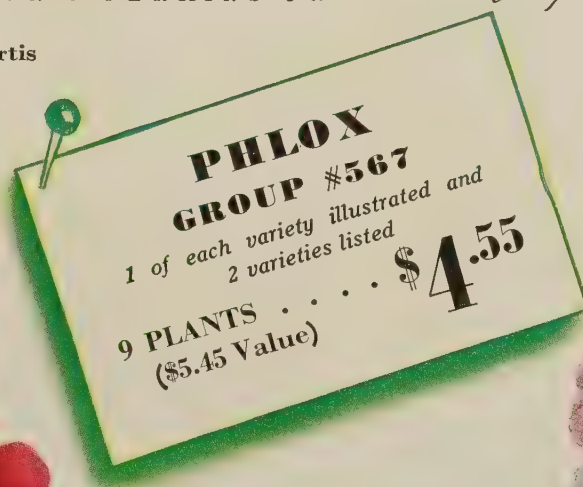
JACKSON & PERKINS CO. *World's Largest Rose Growers*

Charles Curtis

© J. &amp; P. CO.

Fairy King

© J. &amp; P. CO.





## FLOWERING SHRUBS

**Hydrangea arborescens grandiflora.** Large, round, white flower-clusters, almost everlasting, up to 5½ in. across, in Aug. Long-lived. Does well in semi-shade. Medium height, 3 to 4 ft. \$1.00 each; 3 for \$2.50.

**Viburnum theiiferum.** In full glory in fall and winter when purple-calyx white flowers change to clusters of bright scarlet berries in greatest profusion. Medium height. \$2.00 each; 3 for \$5.00.



↑ **Flowering Almond.** Dainty, always cherished. Petite, pastel pink, intensely double flowers like miniature roses, in great profusion in May. Dwarf, bushy, rounded. Grows anywhere, 3 to 4 ft. tall. \$1.25 each; 3 for \$3.15.

**Sweet Shrub. Calycanthus.** The intensely fragrant, maroon-red flowers so prized for placing with linens, carrying in purse, etc. Blooms all summer. Medium height. \$1.25 ea.; 3 for \$3.15.



**Philadelphia virginialis.** Mock Orange; Sweet Syringa. Prized, double, pure white, precious orange-blossom fragrance, exotic in evening; lovely in bouquets. Everblooming. Medium height. Excellent for screen plantings. \$1.25 each; 3 for \$3.15.

↑ **Beauty Bush.** One of the most beautiful of all shrubs, introduced by J. & P. in 1928. The arching branches bestow graceful cascades of thickly massed, deep pink, fragrant flowers in May. Up to 5 ft., grows even in poor soil. \$1.25 each; 3 for \$3.15.

↓ **Forsythia spectabilis.** Golden Bells. Far superior to all other Forsythias. First flowers of spring. Blooms even before snow is gone, the arching branches literally drenched with yellow. Medium height, up to 6 ft. \$1.00 each; 3 for \$2.50.



## J. & P. FRUITS

**PEACH, Elberta.** Ripens around mid-Sept. Large, solid, juicy. Freestone. Flavorful yellow flesh; canning favorite. Adapts itself to all soils and climates.

**PEACH, Golden Jubilee.** Ripens in Aug. Sweet, golden yellow flesh. Best early yellow. Freestone; tender, juicy and sweet.

**PEACH, Hale Haven.** Freestone, bearing Sept. 1. Large, yellow, blushed red. Sweet flavor. Heavy producer; bears young. A favorite for freezing.

1 yr., 4-5 ft., \$1.75 each; 3 for \$4.25

**PLUM, Stanley Prune.** Large, juicy, very sweet, bluish purple. Fine-grained, tender. Ripens Aug.-Sept. Pleasant to eat, fine for cooking.

2 yr., 5-6 ft., \$2.25 each; 3 for \$5.50

**CHERRY, Black Tartarian.** Large, heart-shaped, rich, juicy. Heavy crop, June. Luscious, sugary. Best for eating. 5-7 ft., \$2.75 each; 3 for \$7.00.

**SOUR CHERRY, Montmorency.** Firm, tender yellow flesh—real "cherry-pie" tang. Large, luscious, juicy red fruit. Sure bearer. Ripens early July.

2 yr., 5-7 ft., \$2.25 each; 3 for \$5.75

**RASPBERRY, Indian Summer.** First crop in June; second crop starts in Sept., continuing till freezing. Vigorous, hardy, bears heavily. Finest everbearing red Raspberry. Large berries. Sweetish-tangy taste.

6 plants for \$2.50; 12 for \$4.50

**RASPBERRY, Latham Red.** Enormous crops from late June till mid-July. Delicious fresh or canned. Giant berries, some fully an inch long. For size, heavy bearing, and taste, Latham Red is most popular red Raspberry

6 plants for \$2.00; 12 for \$3.50

**RASPBERRY, Cumberland Black.** Remarkably firm berries, sometimes 7/8 in. in diameter. Largest black, wonderfully flavored. Introduced by J. & P. Ripens early July.

6 plants for \$2.00; 12 for \$3.50

**GRAPE, Fredonia.** Rich, deep blue-black; prized for the home garden. Two weeks earlier than Concord. Strong grower, generous with large bunches.

75c each; 3 for \$2.00; 12 for \$7.50

## Dwarfer Dwarf Apples and Pears

Newly perfected . . . grown on Malling root stock, providing a more dwarf tree than the ordinary dwarf root stock. Also longer lived. Now you can plant apple or pear trees even in the smallest garden, and harvest your own crop of superior fruit in an amazingly short time. Our trees are two years old, 3 to 4 ft. high and will bear fruit just two years after planted. At maturity they will be perfectly shaped trees not much higher than your head. The fruit is full size, usually more delicious than ordinary fruit and ripens two weeks earlier.

Planted in the border or the garden they do not interfere with flowers. May be planted as close as 6 ft. apart in the border or 10 ft. apart to create a miniature orchard right in your own back yard. In spring they will be heavily laden with lovely blossoms . . . we have found individual trees with as many as 500 blossoms at one time. The following varieties are time tested and well known for their outstanding eating and cooking qualities.

### DWARFER DWARF APPLES

Early McIntosh  
Red Delicious

McIntosh  
Jonathan

Cortland  
Northern Spy

### DWARFER DWARF PEARS

**Bartlett.** Most popular variety for home use. Excellent for eating or canning.

Postpaid and fully guaranteed

\$3.00 each; 3 for \$8.25

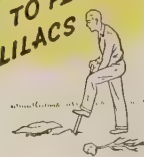




OWN-ROOT  
J&P  
FRENCH HYBRIDS

# Modern LILACS

FALL  
IS THE TIME  
TO PLANT  
LILACS



These gorgeous French Hybrids far surpass all others. We offer the best varieties . . . selected for larger florets, richer colors, broader spikes, more to a cluster. Every variety shipped to you is *faster-growing* and *younger-blooming*. Fragrant beyond description, they will make your garden and home more attractive and colorful.

Plant them this fall and enjoy the first rich display of bloom in your garden next spring. Every bush fully guaranteed to live and bloom in your garden.

©  
J. & P. CO.

## Start Blooming Next Year!

*Right* in the nursery rows thousands of these plants have set flower-buds this summer. Many bloomed last May. You may have some flowers next spring—you'll have *plenty* the following year, and *every year!* Carefully grown the longer "own-root" way at higher cost, for infinite long life, rapid growth and every-year bloom. Strong 3-yr. plants with heavy roots, worth ten times as much as old-fashioned kinds. Shipped prepaid.

## 6 Supremely Lovely Colors

Every one of the Lilacs we have for 1947 is a superior variety. But no variety is in sufficient quantity to offer by name. So please order by color and whether single or double.

BLUE. Single or Double.	RED. Single only.
LILAC. Single or Double.	WHITE. Single or Double.
PURPLE. Single or Double.	PINK. Single or Double.

Strong 3-yr. plants, \$2.50 each; any 3 for \$6.25

**Group #577. 5 plants; all double. \$10.50**  
One each pink, blue, lilac, purple and white. 5 plants (value \$12.50) . . . . .



# Magnolias

**The Most Stately, the Most Dramatic  
of All Flowering Trees**

## MAGNOLIA SOULANGEANA (Left)

You need no longer admire the gorgeous spring blooms of the widely loved Saucer Magnolia in someone else's garden! Plant one of your own this fall, or . . . order one now and we will ship it to you at the proper time for planting next spring. Many of our plants are already budded and may even give you flowers the first season, but all are sturdy and will give you many years of enjoyment once they have become established in your garden.

This widely loved variety, commonly called the Saucer Magnolia, bursts into glory early in the spring with a stunning display of purplish or rose flowers which also show generous, heavy-textured petals of glistening white. The exact color is impossible to describe because it varies considerably in its dramatic fantasy of regal shades. Somewhat tulip-shaped, the individual flowers are enormous in size . . . frequently as much as 6 in. across.

One of the first flowers to appear in the spring, Magnolias are literally covered with blooms even before the leaves appear. Later the foliage is broadly oval and a rich leathery green. It makes a very handsome ornamental tree, which may under ideal conditions grow as high as 30 ft. A splendid tree for growing in smoky city areas. It has been used extensively as a street tree throughout the city of Rochester, where crowds go to see it in full bloom just as they come to Newark a month later to see our well-known rose garden.

Good drainage rather than a rich soil is the prime essential for Magnolias. For best results it is well to apply fertilizer about once every two or three years. They are hardy in practically all sections of the United States except a few most northerly and coldest regions. If peach trees will live in your locality, it is perfectly safe to plant Magnolias there too. Fall planting is recommended for the warmer states in the southern part of the country and spring planting is best for the northern states. Our supply is limited, so we recommend that you order Magnolias at once, and we will ship them to you this fall if fall planting is safe for your locality. Plants will be sent next spring if that is more advisable. All plants are fully guaranteed, so order them without further delay. Your garden will take on a very handsome, stately new addition if you order *Magnolia Soulangeana* now.

3-yr. plants; 18 to 24 in. tall

\$3.50 each; 3 for \$8.75; 6 for \$17.50

**JACKSON & PERKINS CO.**

*World's Largest Rose Growers*

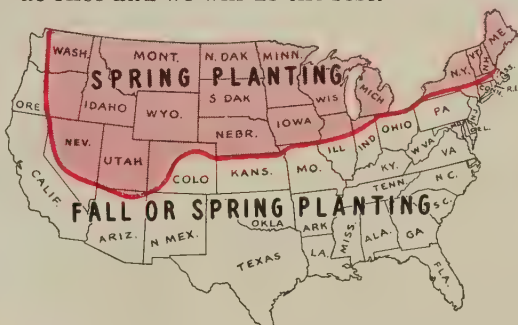


*Magnolia Soulangeana*

*Magnolia stellata*

## HOW TO ORDER

Order Magnolias at once and we will ship them to you at the proper planting time for your locality. The shipping time will be dependent on the locality in which you live, with fall shipments for the southern states and spring shipments for the northern states. Don't deny yourself the enjoyment of Magnolias any longer. Order them at once and we will do the rest.



*The Magnolias offered on this page are northern-grown, vigorous plants which we fully guarantee to live and bloom. Many will even bloom next spring and all will blossom heavily once they become established. Not particular as to soil conditions, they require only good drainage for outstanding results.*

## MAGNOLIA STELLATA (Right)

The widely loved Star Magnolia, a dwarf tree bearing a profusion of pure white, fragrant flowers 3 in. across in early spring. Gets its name from the fact that the individual petals are arranged symmetrically around the dark center. Makes a very handsome miniature ornamental tree.

3-yr. plants; 15 to 18 in. tall

\$3.50 each; 3 for \$8.75; 6 for \$17.50





# JACKSON & PERKINS CO.

*World's Largest*  *Rose Growers*

NEWARK, NEW YORK · · THE ROSE CAPITAL OF AMERICA

August 15, 1947

TO THE LIBRARIAN:

Apparently your having a copy of the J & P Catalog on your garden shelf has been helpful to many of your members. During the past season there have been many instances where customers wrote in and mentioned having seen the catalog on file at their library.

Our new Fall "Parade of Modern Roses and Perennials" has just come from the printers and we are again sending you a copy for your files. With the increased interest in gardening, we believe that your members will find this more helpful than ever before and we hope you will again be able to place it with your other garden material.

Yours very truly,

JACKSON & PERKINS CO.

*C. E. Scofield*

C. E. Scofield,  
Catalog and Advertising Mgr.

ces:smr



JACKSON & CO. 171 N. 3rd St. St. Louis, Mo.

My dear Sir,

I have the honor to acknowledge the receipt of your letter of the 10th inst.

and in reply to inform you that

the same has been forwarded to the proper authorities

and that they are now considering the same. I am sorry to hear that you are having trouble with your eyes. I hope they will soon be better. I am, Sir, very respectfully,  
Your obedient servant,  
J. H. Jackson

and that they are now considering the same. I am sorry to hear that you are having trouble with your eyes. I hope they will soon be better. I am, Sir, very respectfully,  
Your obedient servant,  
J. H. Jackson

JACKSON & CO.

171 N. 3rd St. St. Louis, Mo.



# "World's Largest Rose Growers"

## and What It Means to You

Just as you take great personal pride in your garden, we too pride ourselves on our ability to grow and ship top-quality plants to Rose lovers everywhere. A large part of our success is due to the experience acquired during our 75 years in the nursery and Rose industry, and to the fact that we have at our disposal the most modern and up-to-date facilities for growing plants.

Here at Newark in the rigorous climate of northern New York State, 3000 acres are devoted to the Jackson & Perkins plantings and to the world's largest Rose hybridizing and plant research operations. From the thousands of new seedlings tested each year, only one or two ever meet our exacting standards and eventually find a place among our worthy new Roses. Through years of association with the leading Rose hybridizers of foreign countries we have the American rights for the new introductions of McGredy, Dickson, Gaujard, Aicardi and others.

With all these advantages combined with 75 years of experience and many years of personal contacts with customers all over the country, you can order Roses from us with absolute confidence that our plants will give you great satisfaction and enjoyment.

### GARDEN SCENE ROSES

King Midas (clbg.)  
Summer Snow (Flor.)  
Signora

Hector Deane  
White Briarcliff  
Pan America

GROUP #637  
6 Plants

\$6.70

Value \$8.05 SAVE \$1.35

©  
J. & P. CO.

Order several of the above groups and right in your own backyard you can plant a garden just like the one illustrated.

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Veronica, C.L.B.	38
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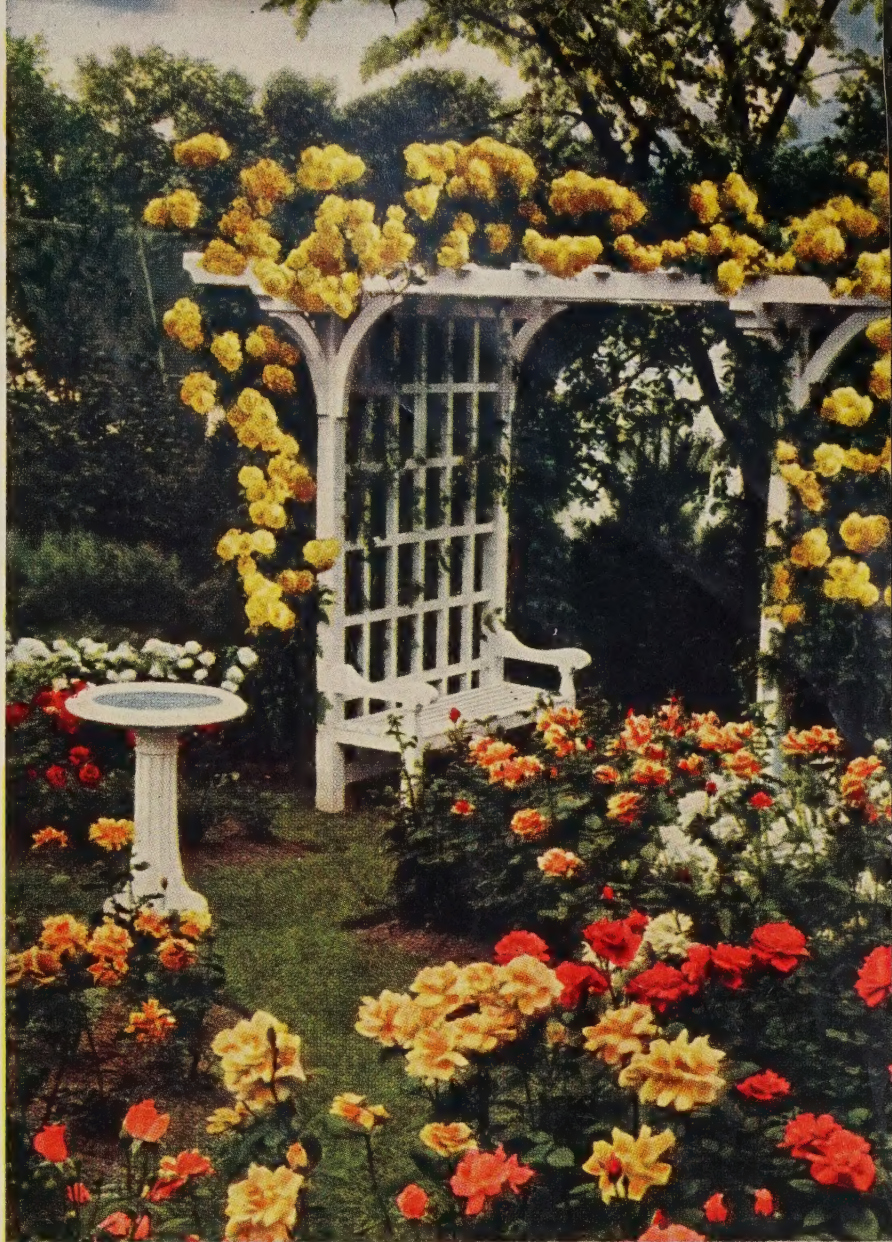
### OTHER ITEMS

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### EXPERTS AGREE:

"Fall is the Ideal Time to Plant Roses"

ORDER EARLY!



A typical Rose garden such as you too can have (See offer at left)



*Free* to your friends at Christmas . . . this beautiful Rose Souvenir for each Gift Order of Rose Plants you wish sent them next spring.



# Christmas Gifts *Supreme!*

Just pick out the plants you would like to give—and we will send them to your friends in time for spring planting. And at CHRISTMAS-TIME we will send each of them, FREE, this exquisite, handmade Rose (in a lovely transparent container, as shown here) with a holiday greeting card on which we will fill in *your* name—as a token of the *real* Rose plants they are to get as a gift from you!

At Christmas, your friends will receive this

*Free Token Rose Souvenir* →

In the spring, at planting time, they receive your gift of any plants you have chosen



## ORDER EARLY

This J. & P. "Roses for Remembrance" idea has gained tremendous popularity the country over. We will be literally swamped with orders. But we will do our utmost to fill every one of them. *However*, to make sure that you are not disappointed, please send in your order as soon as possible. Still better, why not make up your gift-list NOW—while the thought is fresh in your mind? Send the enclosed order blank TODAY!

## HERE'S ALL YOU HAVE TO DO:

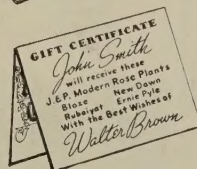
**1.** Make your selection of gift plants from the favorites listed at the left. Or, if you prefer, choose any plants or groups listed in the catalog. On this offer, each gift order must be for at least \$1.50.

**2.** Fill out NOW the special Christmas Order Blank enclosed with this catalog.

**3.** Just before Christmas we will send out the free souvenir packages, containing the beautiful Token-Rose, with a holiday day greeting card. The greeting card opens up to form a holiday Gift-Certificate, listing your name and that of your friend. It tells the names of the plants (NOT THE PRICES) and states that they will be sent later, in time for spring planting.

**4.** In the spring, at the proper planting time, we will send the plants postpaid to those to whom you have presented them. They will be in perfect condition, all ready to start growing as soon as they are planted.

In the summer and fall, year after year, your friends will continue to enjoy your gift. And they'll appreciate your thoughtfulness in choosing this unique way to remember them at Christmas.



## A Unique Gift Your Friends Will Cherish for Years!

Imagine the thrill these gifts will bring! Not only at Christmas-time, when your friends and loved ones will receive their beautiful Souvenir Rose—but also in the

spring, when the Rose plants themselves will be sent, all ready to grow. And year after year, the gorgeous blooms will be lasting reminders of your gifts.

## HERE ARE SOME GIFT SUGGESTIONS:

X-10—1 Hybrid Tea—Crimson Glory, most popular red Hybrid Tea. {see p. 16} . . . . .	\$1.50	X-18—2 Floribundas—Goldilocks, yellow {p. 9}; Pinocchio, pink {p. 4} . . . . .	\$2.75
X-11—1 Hybrid Tea—Diamond Jubilee, All-America for 1948. Large, buff-orange. {see cover} . . . . .	2.00	X-19—2 Floribundas—World's Fair, red {p. 13}; Summer Snow, white {p. 12} . . . . .	2.25
X-12—1 Hybrid Tea—Peace, excellent yellow edged with pink. {see p. 25} . . . . .	2.00	X-20—3 Floribundas—Donald Prior, red {p. 11}; Pink Bountiful, pink {p. 8}; Pinocchio, pink {p. 4} . . . . .	3.50
X-13—1 Hybrid Tea—K. T. Marshall, warm pink {see p. 22} . . . . .	1.50	X-21—1 Climber—Blaze, flag-red {p. 31} . . . . .	1.50
X-14—2 Hybrid Teas—Crimson Glory, a popular red {p. 16}; Neige Parfum, white, very fragrant {p. 22} . . . . .	3.00	X-22—1 Climber—Dr. J. H. Nicolas, pink, very large {p. 30} . . . . .	1.50
X-15—3 Hybrid Teas—Rubaiyat, red {p. 15}; Enchantment, pink {p. 14}; Eclipse, yellow {p. 19} . . . . .	5.35	X-23—2 Climbers—Blaze, red {p. 31}; Dr. J. H. Nicolas, pink {p. 30} . . . . .	3.00
X-16—Diamond Jubilee Group—7 Popular Hybrid Teas—Diamond Jubilee, buff {p. 2}; New Yorker, sparkling red {p. 3}; Red Pinocchio, red Floribunda {p. 4}; Enchantment, peach-pink {p. 14}; Rubaiyat, brilliant red {p. 15}; Eclipse, yellow {p. 19}; Mary Margaret McBride, coral-pink {p. 27} . . . . .	10.30	X-24—1 Tree Rose {red} on 3½-ft. trunk, blooming at eye level . . . . .	5.00
X-17—1 Floribunda—Red Pinocchio, deep red {p. 4} . . . . .	1.50	X-25—2 Tree Roses—1 red, 1 yellow. Outstanding in any garden . . . . .	10.00
		X-26—8 Perennials—2 Purple Heart Violas, purple {p. 36}; 2 Carnations, Irene, pink {p. 37}; 2 White Bleeding-Hearts, white {p. 37}; 2 Red Trojan Chrysanthemums, red {p. 37}. A colorful collection for the perennial garden . . . . .	7.20

Please Use Special Christmas Order Blank Enclosed—Additional Gift Blanks Will Be Sent Gladly on Request

# Jackson & Perkins Co.

*World's Largest Rose Growers*

NEWARK, NEW YORK • THE ROSE CAPITAL OF AMERICA

